



TELUS Ocean

Comprehensive Signage Plan

Prepared for the City of Victoria

Project Overview

TELUS Ocean is a landmark commercial and innovation office tower situated at the corner of Douglas and Humboldt Streets in downtown Victoria. Designed as TELUS’s flagship workplace and a regional hub for technology, sustainability, and collaboration, the building has been carefully planned to contribute to the urban fabric and civic identity of the city as part of the Victoria 3.0 economic action plan.

The project's rezoning and development permit with variance were approved by council on December 16, 2021 (see REZ#00746, DPV00155). An excavation permit was granted in October 2022 (BP057587) and the full building permit was granted in May 2024 (BP057963). With the building's construction aiming to apply for occupancy in mid 2026, this application seeks to formalize the signage variance required for the development.

During the development permit and building permit review processes, TELUS included two primary TELUS logo signs on the east and west facades of the building. These signs were reviewed by City staff and modified in response to comments to better align with the architectural character and the City’s design objectives. TELUS is now seeking this formal variance approval and presenting the full comprehensive signage plan herein.

TELUS Ocean maintains its commitment to...

-  Make an architectural statement and bring world class design to the core of Victoria
-  Embody the future of technology - A unique, high tech and integrated smart building
-  Prioritize occupant comfort, with daylighting, views, enhanced building systems and building amenities
-  Amplify our commitment to Environmental and Social Governance (ESG) excellence
-  Be market relevant, realizing a new vision for Victoria and create a high value local economy



Signage Variance Context

During the Development Permit and Building Permit stages, two TELUS logo signs were illustrated on the west and east elevations of the building. These signs were reviewed by City staff and refined in response to feedback provided through those processes.

This submission now presents a coordinated signage program for the entire building, including these two TELUS logo signs. In addition to a few variance requests associated with these signs, we are also proposing an increase in the vertical height related to one future tenant sign. All other proposed signage elements are within the intent and scale of the City's Sign Bylaw requirements.

The variance request is as follows:

Variance required for exceeding maximum fascia sign size. Maximum fascia sign size permitted in downtown Buffer Sign Zone is 4.5m sq. as per article 37(2) and (3) and the general maximum fascia sign size under the Sign Bylaw is 9m sq. as per article 33(2).

Variance to add additional sign allowance to Douglas St and Humboldt St frontages beyond what is permitted under article 37(1) of the Sign Bylaw.

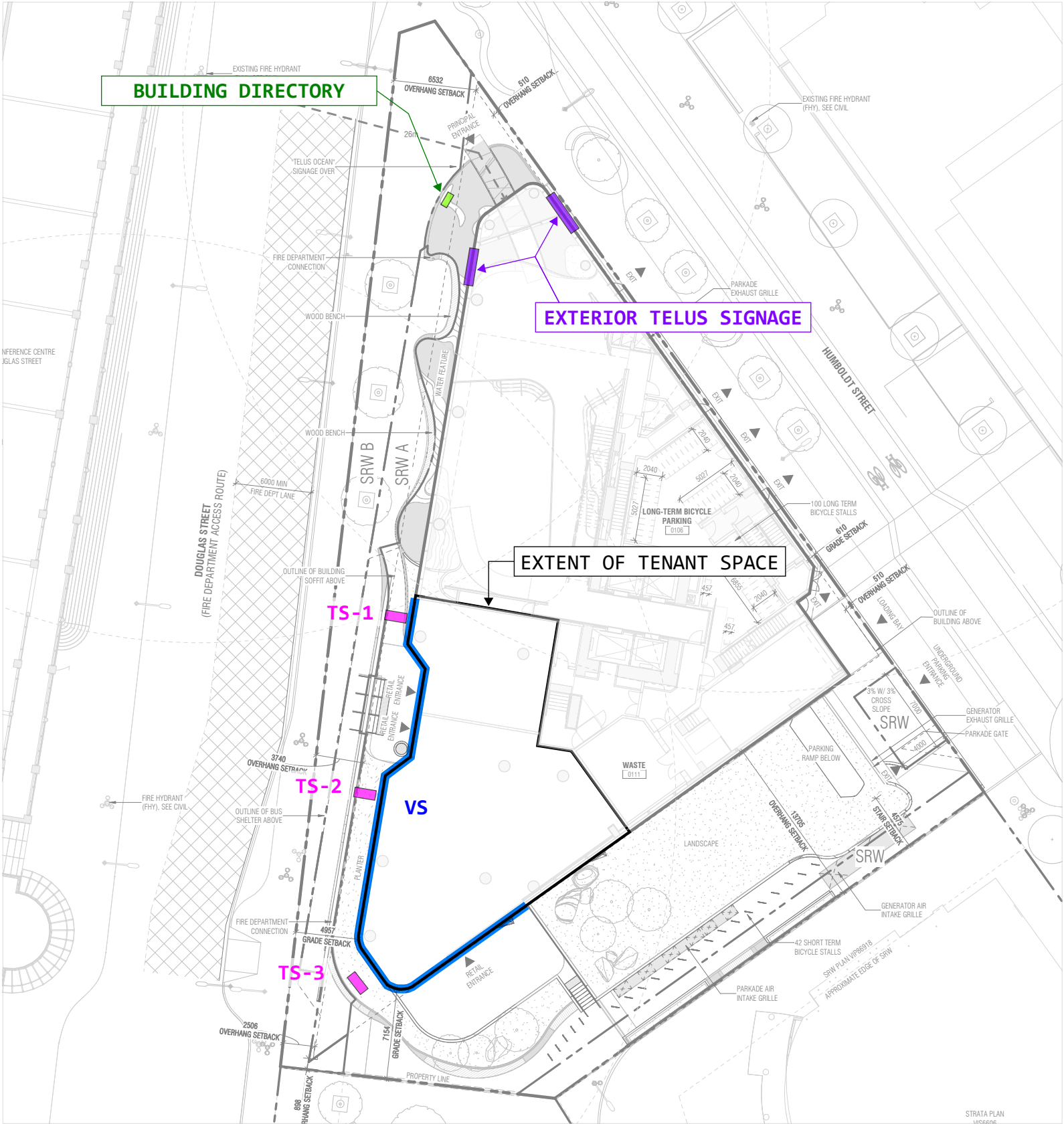
Variance to sign location to permit fascia signs above the lowest sill of the second storey as per article 37(b)(i).

Variance to exceed the maximum vertical height of a suspended sign as per article 21(2) as follows: For sign ID TS-3, increase vertical allowance from 300mm to 500mm.

Signage Program Overview

The following signage categories are proposed to create a coherent and functional wayfinding system while respecting the character of downtown Victoria:

- Exterior TELUS Signage**
Two logo signs integrated into east and west facades (variance request).
- Building Directory**
Building tenant identification sign near the primary entrance.
- Retail Tenant Signage**
Sign IDs: TS-1, TS-2, TS-3
Suspended signs for retail tenants.
- Retail Tenant Vinyl Signage**
Sign ID: VS
Window graphics and color bands within retail storefront glazing. The extents shown demonstrate where a tenant *may* apply their vinyl signage on the outside glass pane, but the total area of vinyl installed will have a maximum area requirement set less than the extent shown.



Exterior TELUS Signage

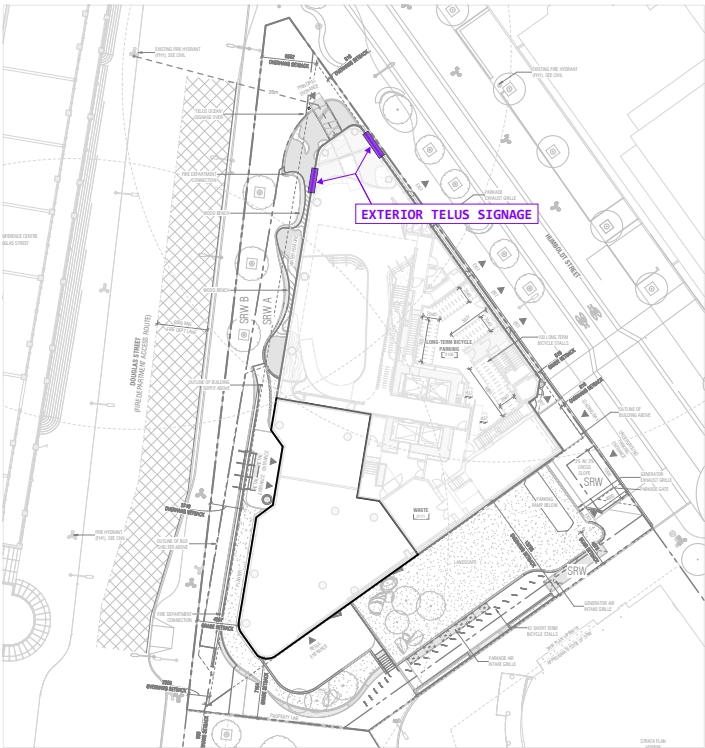
The **Exterior TELUS Signage** refers to the two TELUS logo signs located on the east (Humboldt) and west (Douglas) facades. Each sign has an area of 45.06 m².

Materials: Stainless steel fabricated letter bodies with perforated stainless steel sign faces in a #8 polished finish, backed with a white polycarbonate backing.

Design Intent: Architecturally scaled brand expression consistent with the building’s role as a corporate landmark.



Looking southeast from Douglas St. and Humboldt St.



Site plan reference

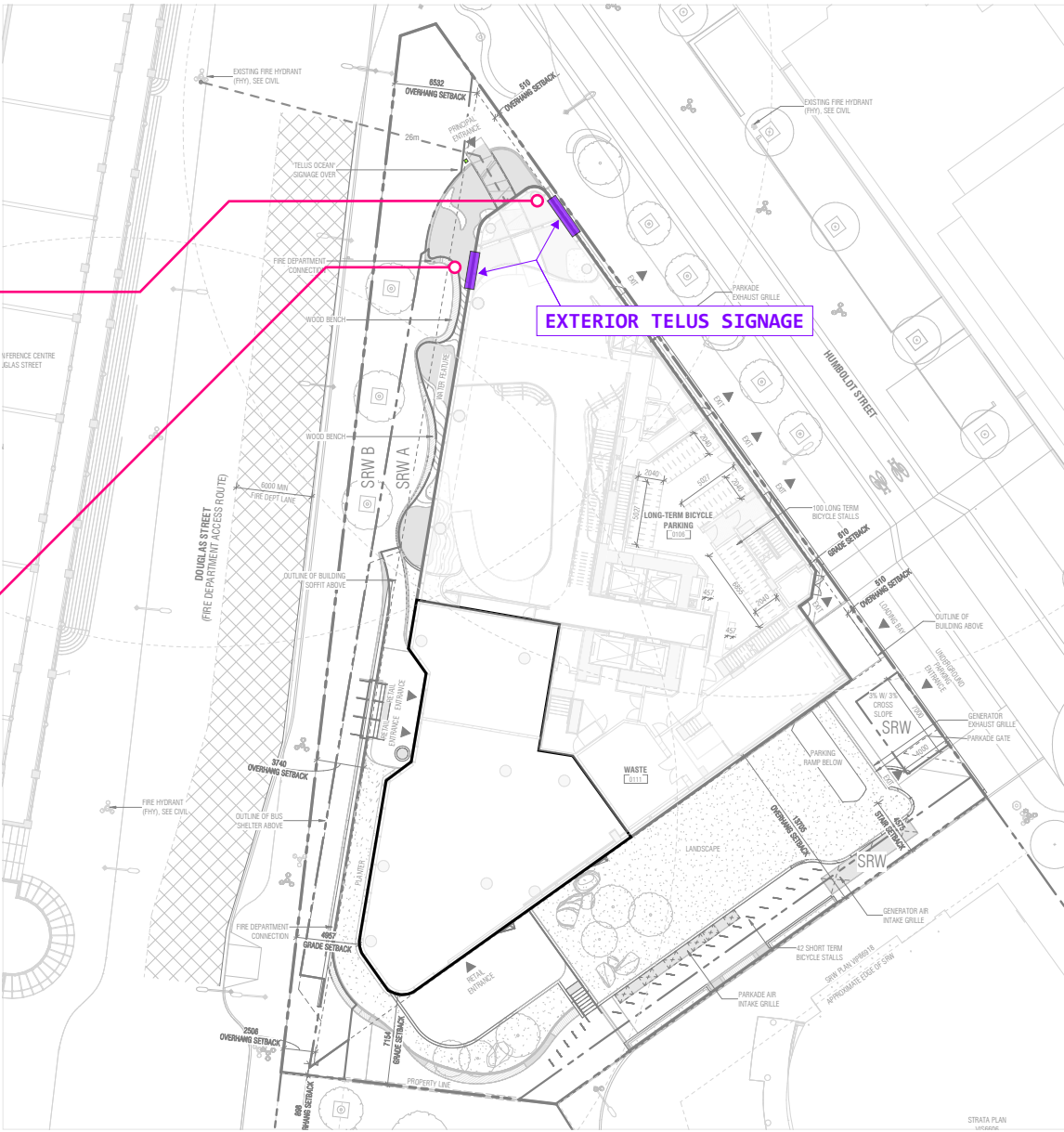


Evening view, looking southeast from Douglas and Humboldt



Looking northwest from Humboldt St. and Penwill St.

Exterior TELUS Signage



Evening view TELUS Ocean, looking southeast from Douglas St. and Humboldt St.

Exterior TELUS Signage



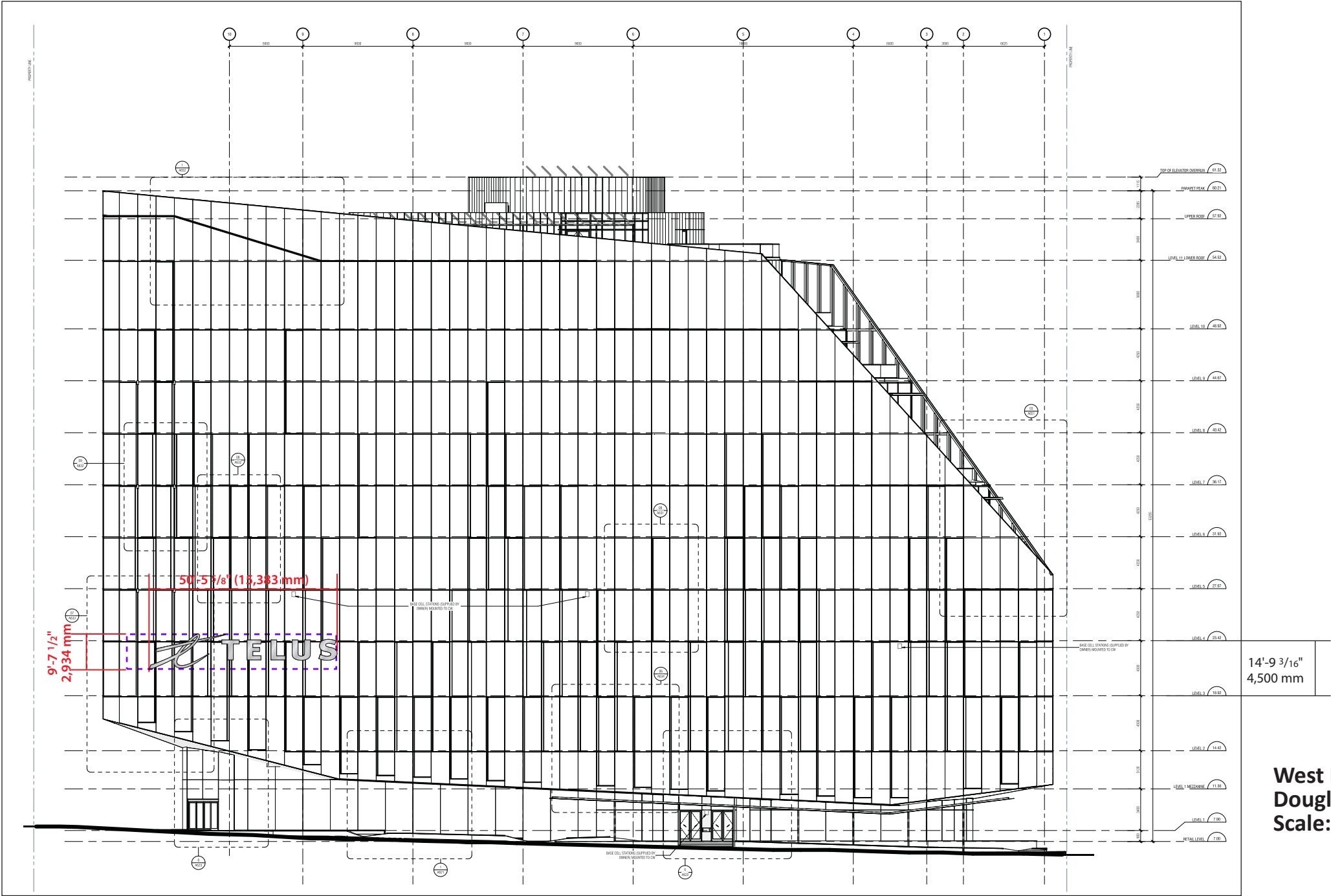
Looking northwest from Humboldt St. and Penwill St.

Exterior TELUS Signage



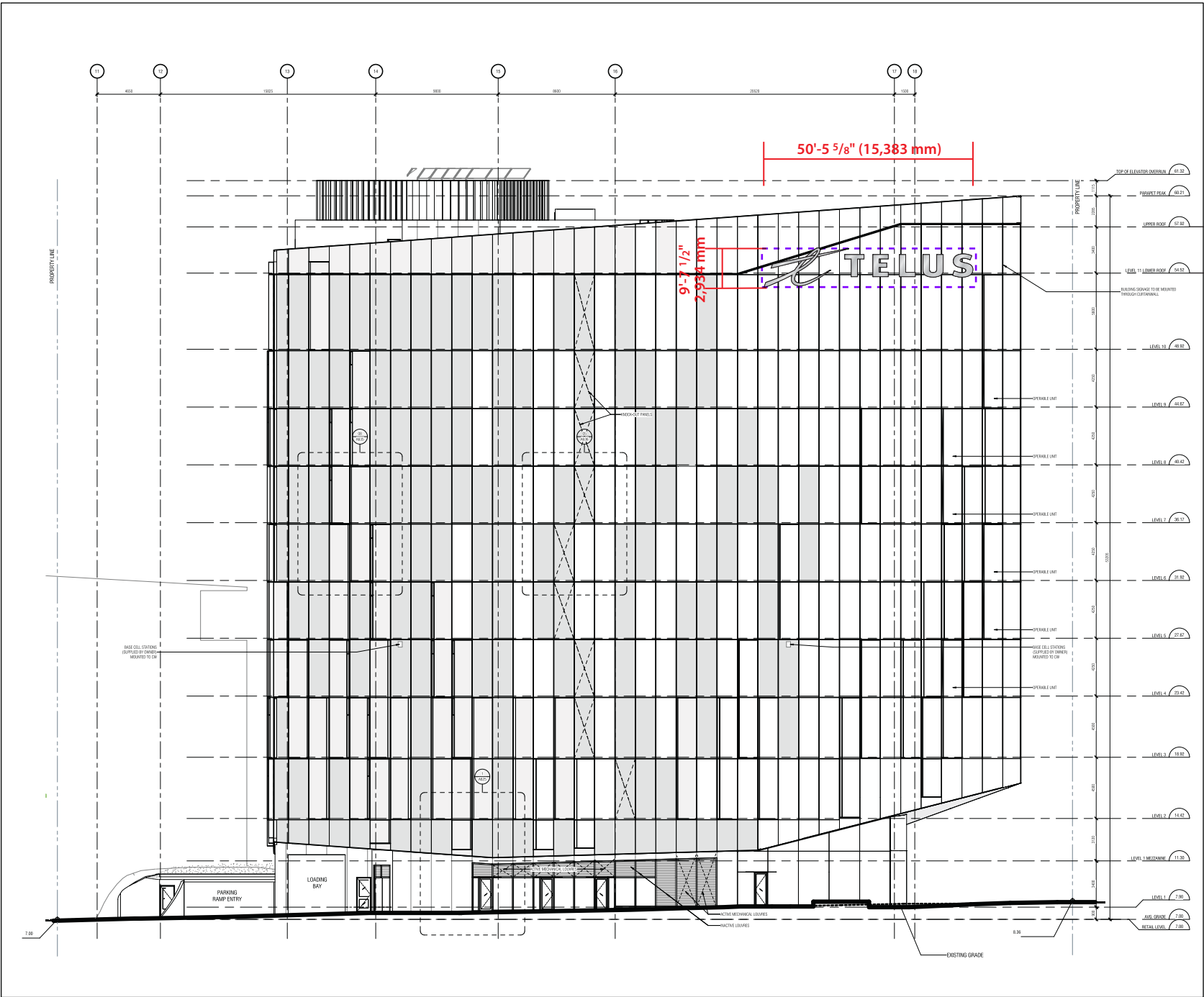
Looking southeast from Douglas St. and Humboldt St.

Exterior TELUS Signage - Douglas St



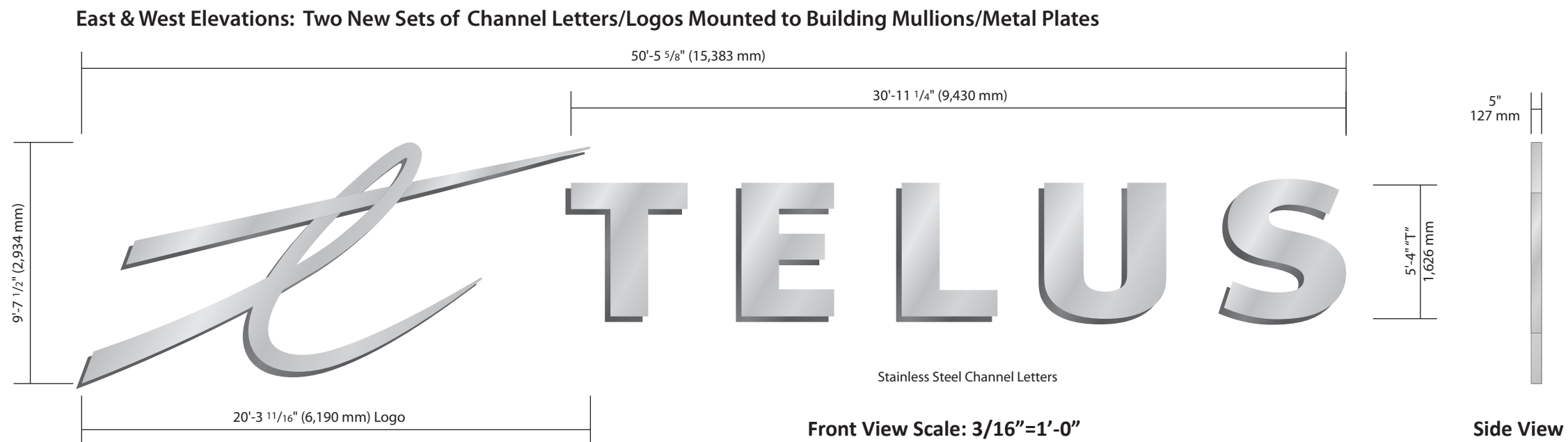
West ELEVATION:
Douglas Street
Scale: 1:400

Exterior TELUS Signage - Humboldt St



EAST ELEVATION:
Humbolt Street
Scale: 1:400

Exterior TELUS Signage - Both Identical



Specifications

Supply & install Two (2) New Sets of Channel Letters/Logos Mounted to Support Rail System & installed to Building Mullions/Metal Plates
***No visible mounting Steel**

Construction: Day/Night Face Lit Channel Letters/Logos
Substrate: Perforated Stainless Steel Sign Faces with #8 Polished Finish Backed with White Polycarbonate Backing
Trim Cap: No Trim Caps
Returns: 5" Stainless Steel Returns
Backs: Aluminum Backs

Installation:
Channel Letters Mounted to Support Rail System (to be determined by Tech. Department) & Installed to Existing Building Mullions/Metal Plates.
Support Rail System painted to match Existing Mullions TBD.

Colors

- Perforated Stainless Steel Sign Faces with #8 Polished Finish
- Backed with White Translucent Substrate
- Returns: Stainless Steel
- Support Rail System painted to match Existing Mullions

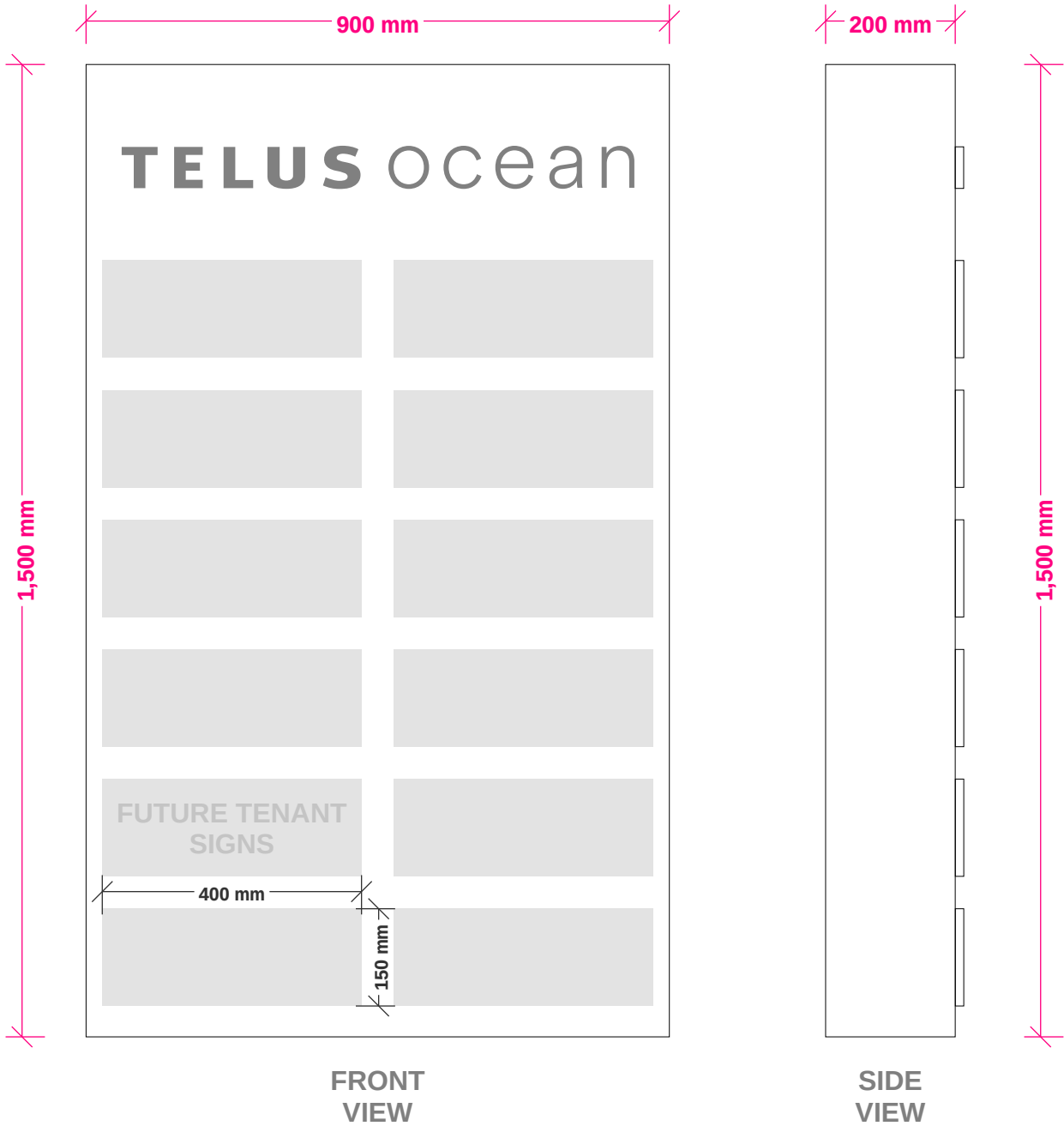
New fascia signs shall utilize dimmable LED illumination capable of being adjusted to minimize glare and light trespass. Sign illumination shall be maintained at a level not exceeding 0.3 foot-candles above ambient light, measured at the property line, or such lower level as may be required by the City.

August 13, 2026

Building Directory

A stone/tile or metal *free-standing sign* designed to harmonize with the surrounding architecture and landscape to provide identification for building tenants. Soft, back-lighting behind companies logos fully integrated with the building's automation system for power and dimming controls to enable adjustments to prevent light pollution and distraction.

Intent is for monochromatic logos raised off the primary face with illumination from behind to enhance visibility without distracting from the public realm.



Building Directory Rendering

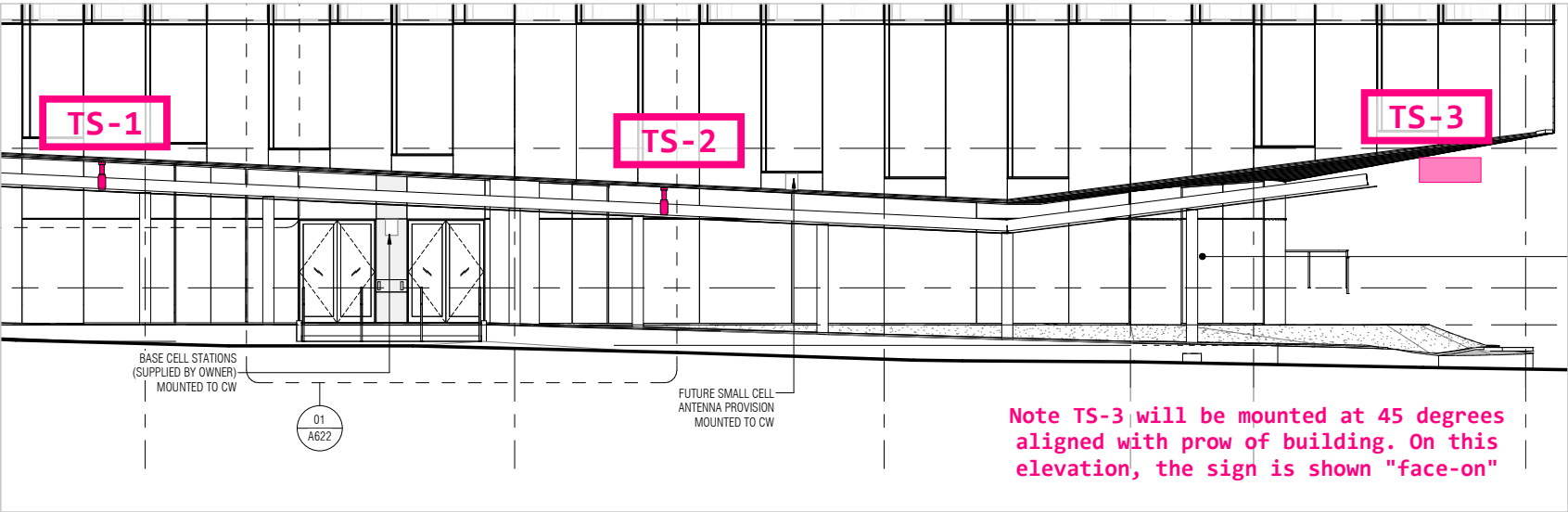


Retail Tenant Signage

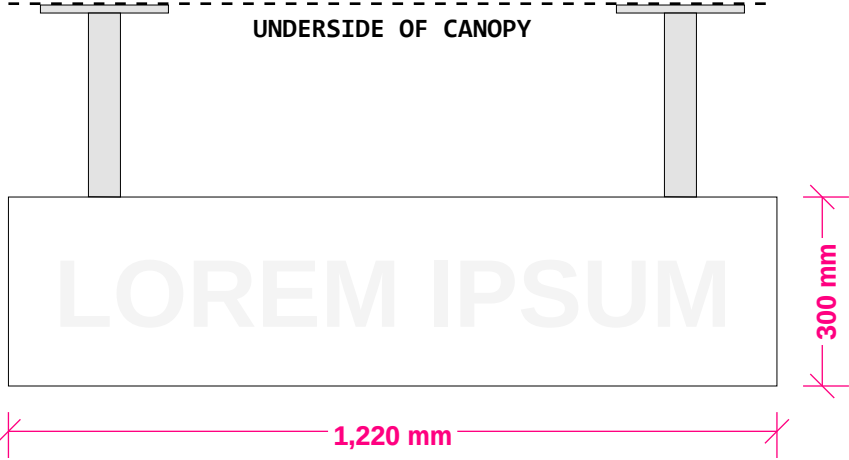
Retail tenants are provided with a limited signage allowance consistent with the building’s design guidelines.

Signs include TS-1, TS-2, and TS-3. These signs are suspended signs mounted around the retail entrance under the building canopy for tenant logos. The distance from grade to the bottom of all signs is greater than the required 2.43 metres.

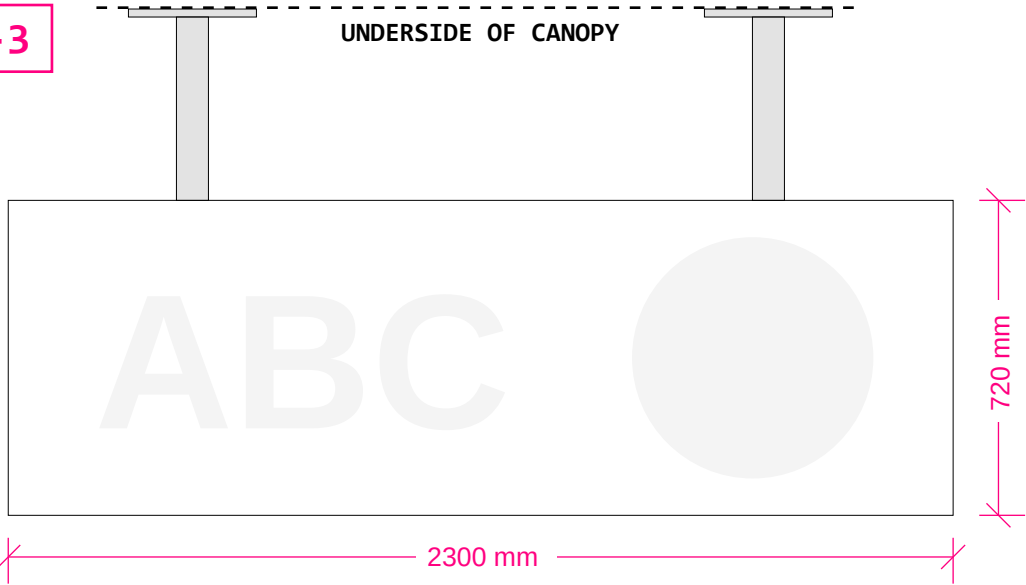
All tenant signs will maintain a consistent palette of materials and scale aligned with the base building to preserve the building’s cohesive appearance. TS-1 and TS-2 are smaller, "secondary" signs aligned with bylaw requirements, and TS-3 is a larger sign requiring a height variance (~~500mm~~ max height requested versus a 300mm max per bylaw).
720mm



TS-1
TS-2



TS-3

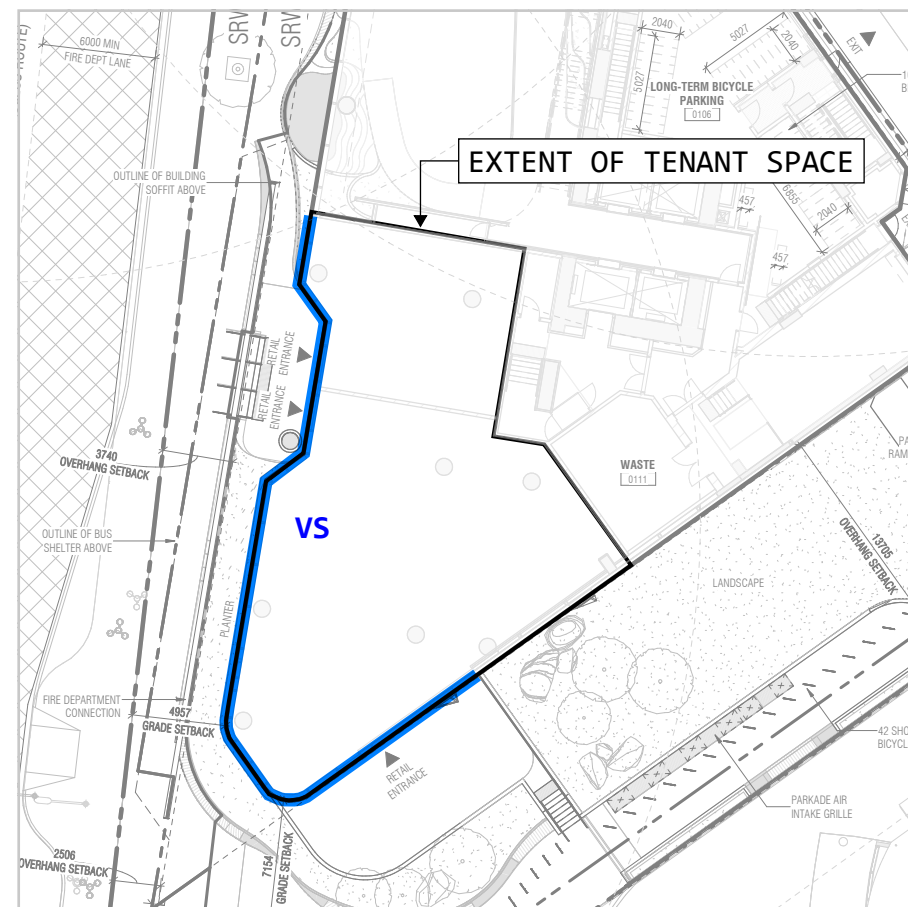


Retail Tenant Vinyl Signage

Retail tenants are provided with a limited signage allowance consistent with the building's design guidelines.

- Retail tenant vinyl signage zones are shown in blue hatch (see next page).
- Retail tenant vinyl signage is limited to the ground floor only.
- Maximum total area for tenant vinyl signage: 6.0 m² (aggregate across all facades).
- Signage limited to the retail tenant's logo and company name only.
- Vinyl is to be applied within the designated area only and will be maintained in good condition.

These parameters ensure consistent presentation and compliance with the overall signage program.



Example precedent image

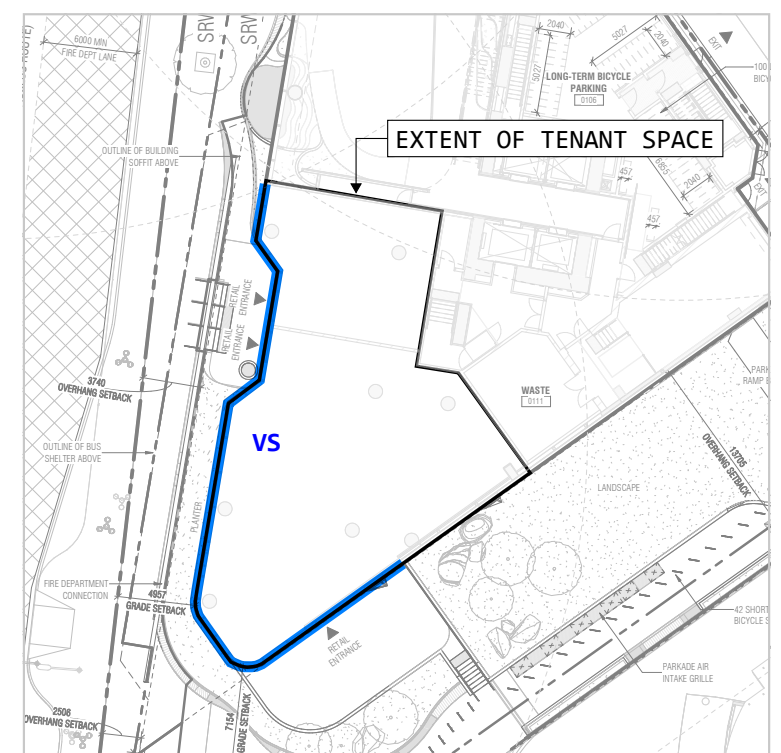


Example precedent image



Example precedent image

West Facade - Douglas St



Summary of Request

TELUS seeks approval for a Comprehensive Signage Plan for TELUS Ocean that includes:

- 1.0 Recognition of two existing TELUS logo signs as architectural features reviewed during previous development permit discussions seeking formal signage variance approval. This results in three variance requests:
- Variance required for exceeding maximum fascia sign size. Maximum fascia sign size permitted in downtown Buffer Sign Zone is 4.5m sq. as per article 37(2) and (3) and the general maximum fascia sign size under the Sign Bylaw is 9m sq. as per article 33(2)
 - Variance to add additional sign allowance to Douglas St and Humboldt St frontages beyond what is permitted under article 37(1) of the Sign Bylaw
 - Variance to sign location to permit fascia signs above the lowest sill of the second storey as per article 37(b)(i)
- 2.0 Confirmation of tenant signage zones and design criteria within the building, including a variance for exceeding the maximum vertical height of a suspended sign as per article 21(2) as follows: For sign ID TS-3, increase vertical allowance from 300mm to ~~500mm~~.
720 mm
- 3.0 Approval of the overall signage framework to guide future tenant fit-outs and to maintain urban design quality.

TELUS is committed to delivering a signage program that reflects the City of Victoria’s design objectives while celebrating TELUS Ocean as a landmark technology and employment hub for the region.

List of Appendices

- 01 | Site Survey
- 02 | Aerial Site Plan - Without Signage.
- 03 | Aerial site Plan - Annotated with Sign Locations (color-coded).
- 04 | Sign Schedule Table & Calculations (IDs, dimensions, materials, material information).
- 05 | Elevation drawings



NOTES: INTERPRETATION FROM NON-3D SURVEY THAT CURB ELEVATIONS ARE BOC PROJECT LEVEL 1 AT 7.90M GEODETIC ELEVATION

Project Information Table	
Zone (Existing)	CA-4
Proposed zone or site specific zone if unsure, state "new zone"	New zone
Site area (m²)	2581.95
Total floor area (m²)	13414
Commercial floor area (m²)	367.6
Floor space ratio	14.29
Site coverage (%)	63.14%
Open site space (%)	35.15%
Height of building (m)	49.6
Number of stories	12
Parking stalls (number) on site	123
Bicycle parking number (Class 1 and Class 2)	100+42
Building Setbacks (m)	
Front yard	2.50 (Douglas Street to overhang)
Rear yard	2.25 (Purwell Connection)
Side yard (indicate which side)	0.038 (Humboldt Street to overhang)
Side yard (indicate which side)	n/a
Combined side yards	n/a
Residential Use Details	
Total number of units	n/a
Unit type e.g., 1 bedroom	n/a
Ground-oriented units	n/a
Minimum unit floor area (m²)	n/a
Total residential floor area (m²)	n/a

ISSUED

No.	Date	Description
1	2022.03.10	ISSUED FOR EXCAVATION AND SHORING
2	2023.03.18	ISSUED FOR P.C. BELOW GRADE
3	2024.03.08	ISSUED FOR P.C. - FULL PERMIT

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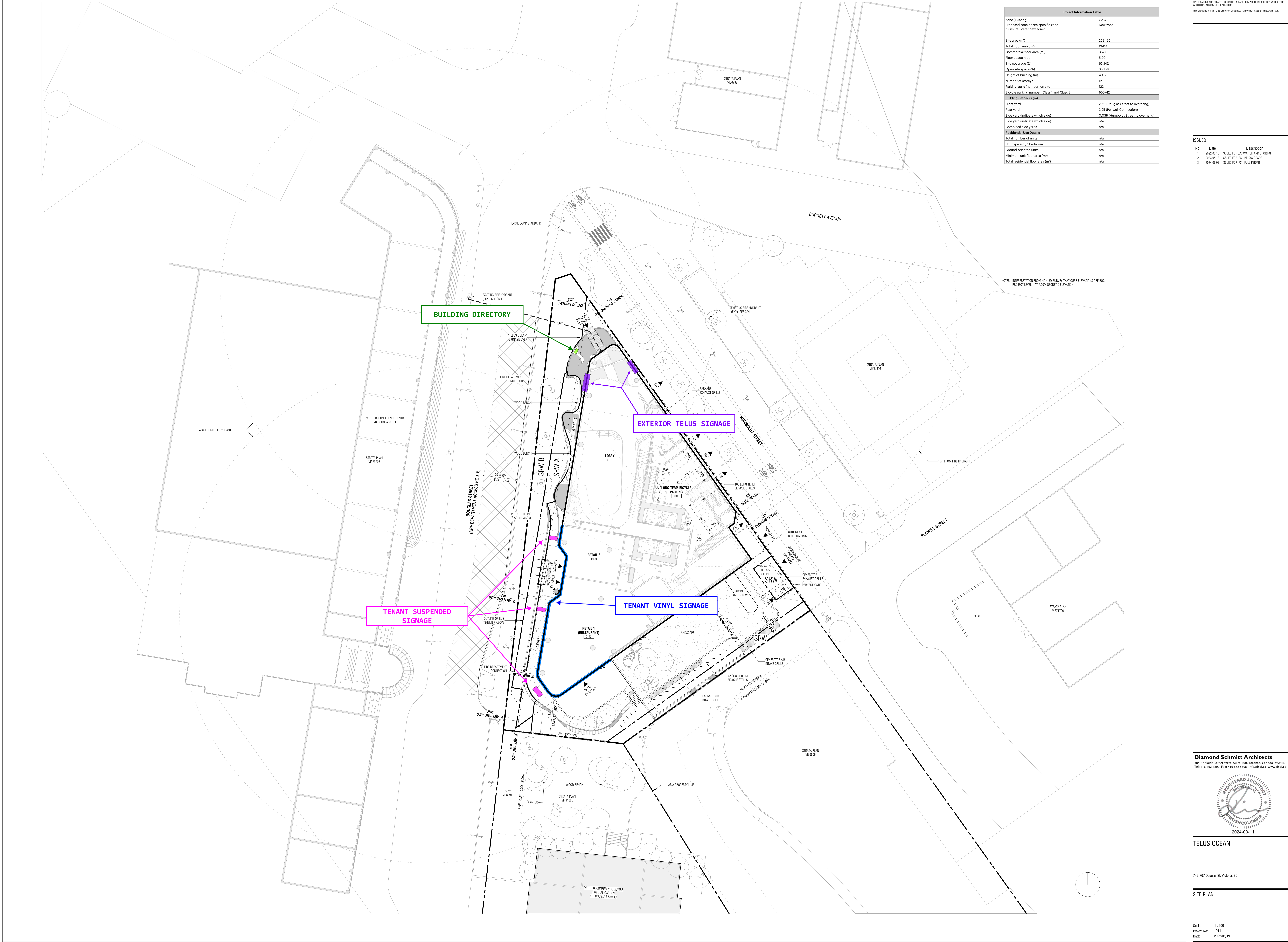
TELUS OCEAN

749-757 Douglas St, Victoria, BC

SITE PLAN

Scale: 1 : 200
Project No: 1911
Date: 2022/05/19

A011



Project Information Table	
Zone (Existing)	CA-4
Proposed zone or site specific zone if unsure, state "new zone"	New zone
Site area (m²)	2581.95
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Minimum unit floor area (m²)	n/a
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TELUS OCEAN

749-757 Douglas St, Victoria, BC

SITE PLAN

Scale: 1 : 200
Project No: 1911
Date: 2022/05/19

A011

TELUS Ocean
Sign Schedule Table & Calculations

Table 1: Sign Schedule

ID	Name	Width	Height	Single Face Area	Number of Sign Faces	Total Face Area	Facade	Sign Type	Description
-	TELUS Exterior Sign 1	15.383 m	2.934 m	45.134 m2	1	45.134 m2	East (Humboldt)	Fascia sign	Stainless steel channel letters integrated with building facade.
-	TELUS Exterior Sign 2	15.383 m	2.934 m	45.134 m2	1	45.134 m2	West (Douglas)	Fascia sign	Stainless steel channel letters integrated with building facade.
-	Building Directory	1.500 m	0.900 m	1.350 m2	1	1.350 m2	West (Douglas)	Free-standing Sign	Materiality TBD, either stone/tile or metal sign box designed to harmonize with the surrounding architecture and landscape and provide identification for building tenants. Soft, backlighting behind companies logos on automated controls with dimming
TS-1	Retail Tenant Secondary Sign	1.220 m	0.300 m	0.366 m2	2	0.732 m2	West (Douglas)	Suspended Sign	Small suspended sign, design TBD with future tenant. Sign will include company name/logo only. Format to be a suspended box sign or channel letters. Sign may have minimal backlighting that includes fully integrated controls for dimming and power on/off to enable immediate adjustments to address light pollution concerns.
TS-2	Retail Tenant Secondary Sign	1.220 m	0.300 m	0.366 m2	2	0.732 m2	West (Douglas)	Suspended Sign	Small suspended sign, design TBD with future tenant. Sign will include company name/logo only. Format to be a suspended box sign or channel letters. Sign may have minimal backlighting that includes fully integrated controls for dimming and power on/off to enable immediate adjustments to address light pollution concerns.
TS-3	Retail Tenant Primary Sign	1.500 m	0.500 m	0.750 m2	2	1.500 m2	West (Douglas)	Suspended Sign	Suspended sign, design TBD with future tenant. Sign will include company name/logo only. Format to be a suspended box sign or channel letters. Sign may have minimal backlighting that includes fully integrated controls for dimming and power on/off to enable immediate adjustments to address light pollution concerns.
VS	Tenant Vinyl Signage	-	-	-	1	6.000 m2	West (Douglas)	-	Maximum allowable extents at 6 sq. m. as shown in the comprehensive signage package.

Table 2: Max Area Calculations

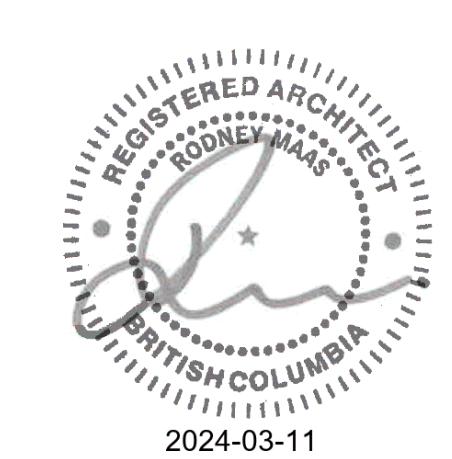
Elevation	Street	Allowable Signage Area	Total per Facade from Above	Variance (Increase in signage area)
West Elevation	Douglas Street	24.730 m2	55.448 m2	30.718 m2
East Elevation	Humboldt	17.390 m2	45.134 m2	27.744 m2

WEST ELEVATION - DOUGLAS STREET



ISSUED		
No.	Date	Description
1	2023.09.27	ISSUED FOR PC-017
2	2024.03.08	ISSUED FOR IFC - FULL PERMIT

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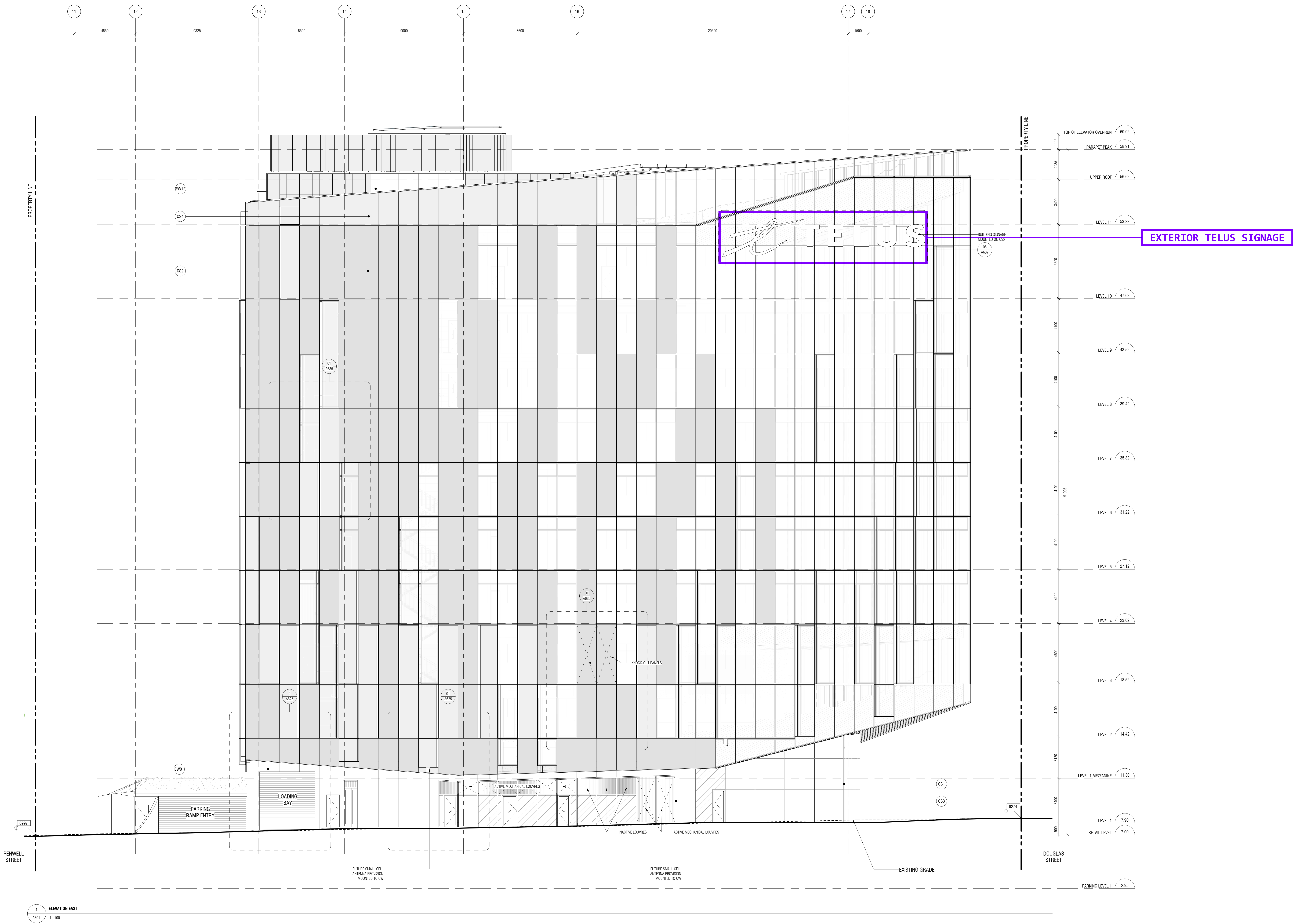
TELUS OCEAN

749-757 Douglas St, Victoria, BC

ELEVATION - WEST - DOUGLAS ST

Scale: 1 : 100
Project No: 1911
Date: 2022/05/19

EAST ELEVATION - HUMBOLDT STREET



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THIS DRAWING IS NOT TO BE USED FOR CONSTRUCTION UNLESS ISSUED BY THE ARCHITECT.		
ISSUED		
No.	Date	Description
1	2023-09-27	ISSUED FOR PC-917
2	2024-03-06	ISSUED FOR PC-931
3	2024-03-08	ISSUED FOR PC - FULL PERMIT

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REGISTERED ARCHITECT
1998
2024-03-11
BRITISH COLUMBIA

TELUS OCEAN

749-767 Douglas St, Victoria, BC

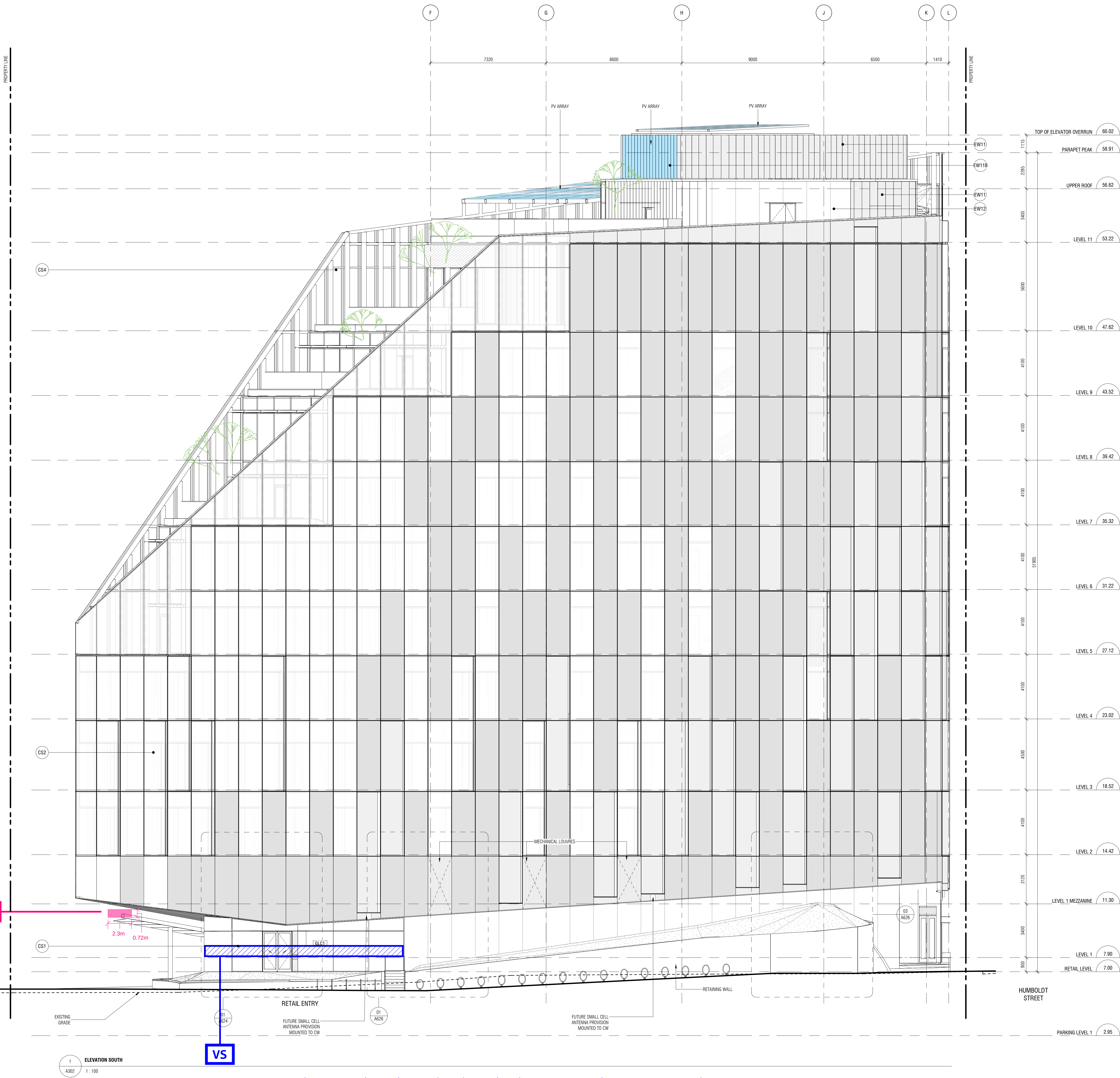
ELEVATION - EAST - HUMBOLDT ST

Scale: 1:100
Project No: 1911
Date: 2022/05/19

SOUTH ELEVATION

- LEGEND
- CS1 CAPLESS GLAZED ALUMINUM FRAME CURTAIN WALL
 - CS2 CAPLESS GLAZED AND SOLID ALUMINUM FRAME CURTAIN WALL
 - CS3 CAPPED GLAZED AND SOLID ALUMINUM FRAME CURTAIN WALL
 - CS4 CAPLESS GLAZED AND SOLID ALUMINUM FRAME CURTAIN WALL WINDSCREEN
 - EW0 ALUMINUM METAL PANEL
 - EW1 ALUMINUM METAL PANEL MECHANICAL SCREEN
 - EW2 ALUMINUM METAL PANEL

ISSUED		
No.	Date	Description
1	2023-09-27	ISSUED FOR PC-917
2	2024-03-08	ISSUED FOR PC - FULL PERMIT



Note TS-3 will be mounted at 45 degrees aligned with prow of building. On this elevation, the sign is shown "face-on"

Note: Retail Tenant Vinyl Signage ("VS") application area shown in blue hatch. Maximum allowable vinyl signage to be applied by a tenant within this area is not to exceed 6.0m² in aggregate across all facades. Vinyl Signage is limited to retail logos and company names.

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TELUS OCEAN

749-767 Douglas St, Victoria, BC

ELEVATION - SOUTH - PENWELL ST

Scale: 1:100
Project No: 1911
Date: 2022/05/19

A302