



City of Victoria – Mayor and Council
1 Centennial Square,
Victoria, BC V8W 1P6

April 29, 2026

Victoria Foundation
200- 703 Broughton Street
Victoria, BC V8W 1E2

Dear City of Victoria Mayor and Council,

The Victoria Foundation is requesting your support to approve the proposed Development Variance Permit to replace existing signage on the second level of 933 Douglas Street for the Victoria Foundation. The signage is like the existing signage that has been in place for over a decade and reflects the Foundation's new branding. The Foundation would also like to add one small sign on Broughton Street to better show the entrance to our office space.

The Foundation moved into our suite in the building at the corner of Douglas Street and Broughton Street in 2016. The Foundation Board of Directors selected the location in part due to the signage opportunity. The Foundation worked with a professional and reputable signage company to install the signs and go through the permitting process. The two signs were replacing previous signage on the building in that space from approximately 2006 to 2013.

Signage has been reduced on the building with Blackapple Cellular removing their sign on Douglas Street in 2023 after vacating the first-floor storefront space which is now occupied by the Victoria Foundation.

In 2026, the Victoria Foundation Board of Directors approved the purchase of 933 Douglas Street by the Victoria Foundation. The Foundation understands it is one of the only commercial building purchases in the downtown core in the previous years, and allowed the sellers to purchase another building within the city. A large reason for wanting to purchase the building was to show support for the downtown core of our community, and to continue with the important visibility it offers to the Foundation.

The Foundation wants to respect the City's process and ensure the appropriate approvals are gained, therefore have committed to working collaboratively with the City of Victoria to move the project forward. The project team has met with the City of Victoria to answer questions and did receive general verbal support for the application.

The signs reflect the Foundation's new visual identity and brand which was launched late last year, and the installation will bolster the Foundation's 90th anniversary celebrations and recognition.



The Foundation is a proud partner of the City of Victoria and is committed to creating a sense of belonging for all in the region. The project team is confident the signage aligns with the City of Victoria's Downtown Core Guidelines as referenced under Development Permit Area 2: Downtown Core under the Official Community Plan.

Foundation staff are available to answer questions or provide more information as required.

Thanks,

A handwritten signature in blue ink that reads "Mrs. Richardson". The signature is written in a cursive, flowing style.

Sandra Richardson
CEO
Victoria Foundation