



TELUS Real Estate Developments
510 W Georgia St
Vancouver, BC
Canada V6B 0M3

telus.com

604 203 5926
james.bell@telus.com

December 2, 2025

Mayor Marianne Alto and Members of Council
City of Victoria
1 Centennial Square
Victoria, BC V8W 1P6

Re: Signage Variance Request – TELUS Ocean (REZ#00746 / DPV00155 & BP057963)

Dear Mayor Alto and Members of Council,

On behalf of TELUS, I am writing to respectfully request Council's consideration and approval of a signage variance for TELUS Ocean, currently under construction at the corner of Douglas Street and Humboldt Street in downtown Victoria.

TELUS Ocean is envisioned as a landmark commercial and innovation office tower, designed to serve as a flagship regional workplace and a hub for technology, sustainability, and collaboration. The building has been thoughtfully planned to contribute to the urban fabric, public realm, and civic identity of Victoria, aligning with the City's broader economic and innovation objectives outlined in the Victoria 3.0 action plan.

The project's rezoning and development permit with variance (REZ#00746 / DPV00155) were approved by Council on December 16, 2021, with the intent to submit a curated signage permit application closer to project completion. As construction progresses toward anticipated occupancy in mid-2026, TELUS is seeking to formalize the signage variance associated with the building through a comprehensive signage package and this variance application.

During both the Development Permit and Building Permit review processes, TELUS worked closely with City staff to develop and refine two primary TELUS logo signs located on the east and west façades. These signs were adjusted in response to design feedback prior to approval by both City staff and council for the Development Permit for the City. We now seek formal Council approval for these elements as part of a holistic Comprehensive Signage Plan, including primary and ancillary signage throughout the development, to meet the procedural requirements of the Sign Bylaw 14-097.

While our request remains relatively unchanged from the time of development permit approval, this comprehensive signage package includes the following approvals:

1. Variances Related to the Two TELUS Logo Fascia Signs

These two signs were reviewed with staff as architectural features during earlier permit phases. Formal variance approval is now requested for:

Fascia Sign Size:

A variance to exceed the maximum fascia sign size permitted in the Downtown Buffer Sign Zone—4.5 m² per Article 37(2) & (3)—and beyond the general 9 m² fascia sign limit under Article 33(2).

Additional Sign Allowance Along Street Frontages:

A variance to permit additional sign area on both Douglas Street and Humboldt Street beyond what is permitted under Article 37(1).

Sign Location Above the Second Storey Sill:

A variance to allow fascia signage above the lowest sill of the second storey, which is otherwise restricted under Article 37(b)(i).

2. Tenant Signage and Vertical Height Variance

TELUS is also seeking confirmation of designated tenant signage zones and design criteria that will apply to future tenant fit-outs. In addition, one specific suspended sign requires a variance to exceed the allowable vertical dimension:

Suspended Sign Height (sign ID 'TS-3'):

Increase the maximum vertical height from 300 mm to 500 mm under Article 21(2).

TELUS appreciates the City's ongoing collaboration throughout the design and construction of TELUS Ocean. We believe the proposed signage plan supports the project's role as a major civic and economic landmark while maintaining a high level of architectural and urban design integrity. We respectfully request Council's support for the variances outlined above.

Thank you for your consideration. We would be pleased to provide additional information or respond to any questions that Council or staff may have.

Sincerely,



James Bell
Senior Program Manager, Real Estate Development
TELUS Communications Inc.