2026-10-01

Town of View Royal
45 View Royal Avenue

Victoria, BC, V9B 1A6

ATTN: Development services

Subject: Variance - Skybreak Casino, 1708 Island Hwy, View Royal BC

Dear Mayor and Council

We hope that you will consider allowing relaxation for the installation of the signage at the above address.

Known Deficiencies:

BYLAW NO. 950 (Sign bylaw)

6.5 Projecting Signs – Max Sign Area: 1m^2 per sign face

Our proposed EX-1 sign has a sign area of 9m^2

6.5 Projecting Signs – Projection: 1.5m from building face

Our proposed EX-1 sign is located 14.02m from the building face, mounted on the existing 46′-0″ entrance canopy

6.5 Projecting Signs – Height: 50cm

Our proposed EX-1 sign has a height of 3.0m (diameter of the circular cabinet)

6.2 Freestanding Signs – Max Sign Area: 4m^2

Our proposed EX-3 sign has a sign area of 4.5m^2

6.7 Wall Signs – Location: 2.4 to 4.5m from grade on any building face

Our proposed EX-6 parking sign is installed 4.57m to 5.87m from grade on the existing concrete bulkhead above the parkade entrance

Rationale:

Visibility from the Highway for Visitor Orientation:

The proposed EX-1 sign requires a larger sign area and height to ensure that visitors can easily identify the casino from Island Highway. With the building's deep setback and increased speed limits, a 3.0m circular cabinet will improve readability, contributing to public safety by reducing last-minute lane changes or sudden stops.

Support for Casino Operations and Wayfinding:

The EX-3 sign provides directional wayfinding ("NEXT RIGHT") for drivers approaching on Island Highway, replacing the existing directional sign in the same location on the existing driveway canopy structure. Clear signage helps visitors, including tourists and first-time guests, locate the casino entrance quickly, minimizing confusion and unnecessary circulation on the site. The EX-6 parking sign identifies the parkade entrance for arriving drivers; it replaces the existing parking sign in the same location on the concrete bulkhead above the drive aisle, where the 4.57m vehicle clearance requires it to sit above the 4.5m maximum sign location.

Compliance with Other Bylaw Requirements:

The design of the signs adheres to all other aspects of the View Royal bylaw, such as illumination, placement, and overall design aesthetics. Both signs are static, internally illuminated aluminum cabinets mounted to existing structures, and the $9m^2$ EX-1 sign is modest against the $169.77m^2$ permitted under the 12% building-face calculation. This demonstrates the project's commitment to following regulations while only requesting exceptions for the five items listed above. Signage will have a max light output of 340 nits to 395 nits and include a dimmable controller if needed so light output can be reduced.

Architectural Integration with the Building:

The signs were designed to complement the building's architecture. The aluminum cabinets use a restrained palette of dark blue, white, satin silver, and light blue that is consistent with the building's existing finishes, and the circular brand mark is a Pacific Northwest Coast-style eagle design that reflects the West Coast design character called for in the Town's Official Community Plan. No new freestanding sign structures are introduced – both signs mount to existing structures – and EX-1 clearly identifies the casino's main entrance, as the OCP design guidelines encourage. This thoughtful design enhances the visual appeal and reflects a cohesive, professional look that benefits the community's aesthetic.

In summary, the proposed signs ensure visibility from the highway, support casino wayfinding operations, and complement the building's design. With full compliance to other bylaw requirements, these exceptions will improve orientation for visitors and benefit the community. We earnestly seek your backing for relaxation to the sign bylaw for the proposed signs. The signage maintains a high standard while harmonizing with the surrounding area.

Thank you,

Ryan Shepherd

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