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## CITY OF KELOWNA

# MEMORANDUM

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**Date:** February 23, 2001  
**File No.:** DVP01-10,001 (3360-20)  
**To:** City Manager  
**From:** Planning & Development Services Department  
**Subject:**

APPLICATION NO. DVP01-10,001      OWNER: CITY OF KELOWNA  
AT: 1420-1424 ELLIS STREET      APPLICANT: CIVIC PROPERTIES, CITY  
(CORNER OF ELLIS & DOYLE)      OF KELOWNA

PURPOSE: TO VARY THE SIGN BYLAW TO PERMIT AN ADDITIONAL FACIA  
SIGN ON THE SOUTH WALL THAT IS LARGER THAN THE  
PERMITTED MAXIMUM SIZE

EXISTING ZONE: P1 – MAJOR INSTITUTIONAL

REPORT PREPARED BY: BARB WATSON

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### 1.0 RECOMMENDATION

THAT Municipal Council authorize the issuance of Development Variance Permit No. DVP01-10,001; City of Kelowna, Lot A, D.L. 139, O.D.Y.D., Plan 5438, located on Ellis Street, Kelowna, B.C.;

AND THAT variances to the following sections of the Sign Bylaw No. 8235 be granted:

Section 6.1, Table for Specific Zone Regulations, Public and Institutional Zones, Fascia: a 13.5 m<sup>2</sup> variance to the maximum size of a fascia sign from the maximum size of 4.0 m<sup>2</sup> to 17.5 m<sup>2</sup> as proposed;

Section 6.1, Table for Specific Zone Regulations, Public and Institutional Zones, Fascia: a variance to permit two fascia signs on the same building frontage.

### 2.1 ADVISORY PLANNING COMMISSION

The Advisory Planning Commission at the meeting of January 23, 2001 passed the following recommendation:

That the Advisory Planning Commission supports the Development Variance Permit Application 01-10,001 by the City of Kelowna, (Leisure Services), to permit a second fascia sign and vary the size requirement for the fascia signs in the P1- Major Institutional zone for 1420-1424 Ellis street.

### 3.0 SUMMARY

The applicant wishes to place a second sign on the south-facing wall of the Memorial Arena. The sign is to identify the Okanagan Military Museum location within the building. The proposed sign is approximately 3.75 m in height by 4.67 m in width which is larger than the permitted maximum size in this zone.

### 4.0 BACKGROUND

#### 4.1 The Proposal

The property (Memorial Arena) is located at the corner of Doyle Avenue and Ellis Street and is currently zoned P1 – Major Institutional. Uses include the Military Museum located on the second floor of the building.

The sign is proposed for the south-facing wall and its intent is to draw attention to the location of the Military Museum. Currently the Museum has no outside signage with the exception of a sandwich board during the hours of operation. The Museum Board has been able to locate an artist who will donate time and effort to paint the sign which will include portraits of three local veterans: Brigadier H.H. Angle, Air Vice Marshall Gordon Ockendon, and WREN Jean Harper

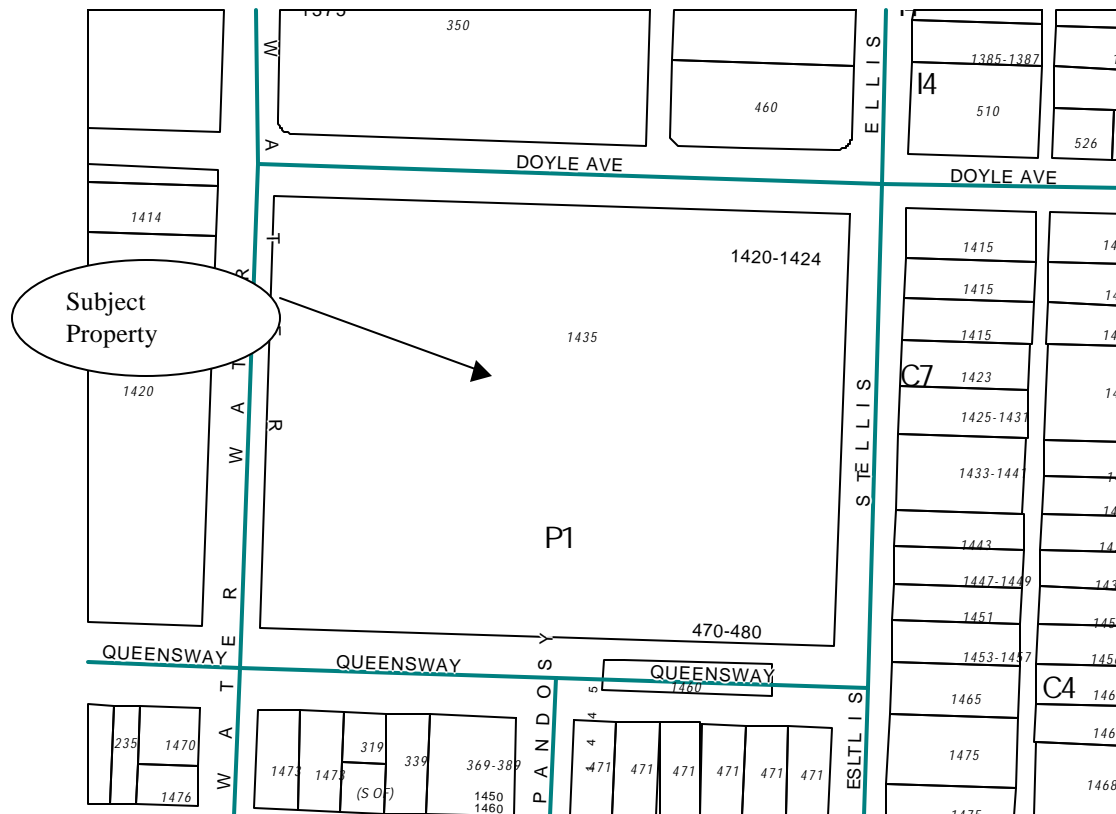
The signage shown on the attached rendering is only intended to show the concept. The sign will be painted on crezon plywood attached to the wall, rather than painted directly onto the building, to enable it to be moved should the Military Museum find a more permanent home.

The Variance is required for: the number of signs (2), and the size of the fascia sign which, within the P1 – Major Institutional zone, is limited to 4.0 m<sup>2</sup>. The proposed sign is 17.5 m<sup>2</sup> and this includes the portrait of the local war veterans. The painting and sign have been combined together to convey the war museum's image in a strong visual form and to honour three local heroes.

The proposed fascia sign as compared to the Sign Bylaw No. 8235 requirements is as follows:

CRITERIA	PROPOSAL	P1 ZONE REQUIREMENTS
Building Frontage (m)	29 m	
Minimum clearance (m)	2.74 m	2.5 m
Business Frontage	This is placed on a wall which is a business frontage	No fascia sign permitted on a wall, which is not a business frontage.
Number of Fascia Signs	2 signs	1 per building frontage to a maximum of 3
Area of sign (m <sup>2</sup> )	17.5 m <sup>2</sup> including mural	Maximum of 4 m <sup>2</sup>

## 4.2 Site Context



The site is located in the Kelowna Centre Plan Area within the block called Civic Square. The adjacent zones and uses are as follows:

- North - P1 – Major Institutional and C7 – Central Business Commercial
- East - C7 – Central Business Commercial
- South - P1 – Major Institutional
- West - P1 – Major Institutional

## 5.0 TECHNICAL COMMENTS

The Planning and Development Services Department have been working with the applicant to provide a balance between the need to identify the location of the Military Museum, and the

uncertainties around the future uses for the Memorial Arena and the location of the Military Museum. The scaled down version will enable the Museum to retain and relocate the sign should it find a more permanent location.

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Hazel Christy, MBA, MCIP  
Special Projects Planning Manager

Approved for inclusion

R.L. (Ron) Mattiussi, ACP, MCIP  
Director of Planning and Development Services

BW/hb  
Attach.

**FACT SHEET**

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| 1.  | <b>APPLICATION NO.:</b>                       | DVP01-10,001   |
| 2.  | <b>APPLICATION TYPE:</b>                      | Development Variance Application   |
| 3.  | <b>OWNER:</b>                                 | City of Kelowna  |
|     | - <b>ADDRESS</b>                              | 1435 Water Street  |
|     | - <b>CITY</b>                                 | Kelowna, BC  |
|     | - <b>POSTAL CODE</b>                          | V1Y 1J4  |
| 4.  | <b>APPLICANT/CONTACT PERSON:</b>              | Ross Hyatt, Civic Properties   |
|     | - <b>TELEPHONE/FAX NO.:</b>                   |  |
| 5.  | <b>APPLICATION PROGRESS:</b>                  |  |
|     | Date of Application:                          | January 17, 2001   |
|     | Date Application Complete:                    | N/A  |
|     | Servicing Agreement Forwarded to Applicant:   | N/A  |
|     | Servicing Agreement Concluded:                | N/A  |
|     | Staff Report to Council:                      | February 5, 2000   |
| 6.  | <b>LEGAL DESCRIPTION:</b>                     | Lot A, DL139, ODYD, Plan 5438  |
| 7.  | <b>SITE LOCATION:</b>                         | Corner of Ellis and Doyle  |
| 8.  | <b>CIVIC ADDRESS:</b>                         | 1420-24 Water Street   |
| 9.  | <b>TYPE OF DEVELOPMENT PERMIT AREA:</b>       | Urban Town Centre  |
| 10. | <b>EXISTING ZONE CATEGORY:</b>                | P1 – Major Institutional   |
| 11. | <b>PURPOSE OF THE APPLICATION:</b>            | To vary the sign bylaw to permit a second fascia sign of 17.5 m2                             |
| 12. | <b>DEVELOPMENT VARIANCE PERMIT VARIANCES:</b> | To vary the requirement of only 1 fascia sign and to vary the maximum size of a fascia sign. |

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Attachments  
(missing from electronic version)

Subject Property Map  
Site Plan  
Visual elevation