
CITY OF KELOWNA

MEMORANDUM

Date: June 24, 2003
File No.: DVP03-0064

To: City Manager

From: Planning & Corporate Services Department

Subject:

APPLICATION NO. DVP03-0064 **OWNER:** Wood, Doug

LOCATION: 1785 Harvey Avenue **APPLICANT:** Wood, Doug

PURPOSE: TO VARY SIGN BYLAW NO.8235 IN ORDER TO ALLOW SIGNAGE ON A WALL (BEAM) THAT IS NOT PART OF THE BUSINESS FRONTAGE

EXISTING ZONE: C10 – SERVICE COMMERCIAL

REPORT PREPARED BY: RYAN SMITH

1.0 RECOMMENDATION

THAT Council authorise the issuance of Development Variance Permit No. DVP03-0064 for Lot 7, District Lot 129, ODYD, Plan 4738, located on Harvey Avenue, Kelowna, B.C., subject to the following:

1. The removal of any fascia signs of the business frontage;

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

Section 5: Specific Regulations: Subsection 5.5.2

Vary provision requiring that fascia signs only be permitted on walls that are a business frontage.

2.0 SUMMARY

The applicant is seeking to vary the provision of Sign Bylaw that prohibits the placement of fascia signage on a wall that is not a business frontage.

3.0 BACKGROUND

3.1 The Proposal

The applicant is the new owner of Pennzoil 10-Minute Oil Change located on the South side of Harvey Avenue between Spall and Kirschner. The building located on the subject property is setback from all others on this strip making visibility difficult. The applicant is proposing to vary Sign Bylaw No.8235 in order to place signage on the beam feature that spans between the buildings to the east and west of the subject property. The applicant has indicated that this would improve the visibility of the business' signage. Section 5.5.2 of the Sign Bylaw does not permit fascia signs on a wall that is not a business frontage. The proposed sign is the same as that which currently exists on the façade of the building. At 1.2m in height and 7.3m in length the proposed sign conforms to the size restrictions for fascia signage in the C10-Service Commercial Zone.

The application compares to the requirements the City of Kelowna Sign Bylaw No. 8235 for C10-Service Commercial zones as follows:

CRITERIA	PROPOSAL	C10 ZONE REQUIREMENTS
Site Area (m ²)	1034m ²	N/A
Lot Width	18.29m	N/A
Lot Depth	56.56m	N/A
Sign Height	1.2m	N/A
Sign Length	7.3m	N/A
Sign Area	8.76m ²	15m ²

Site Context

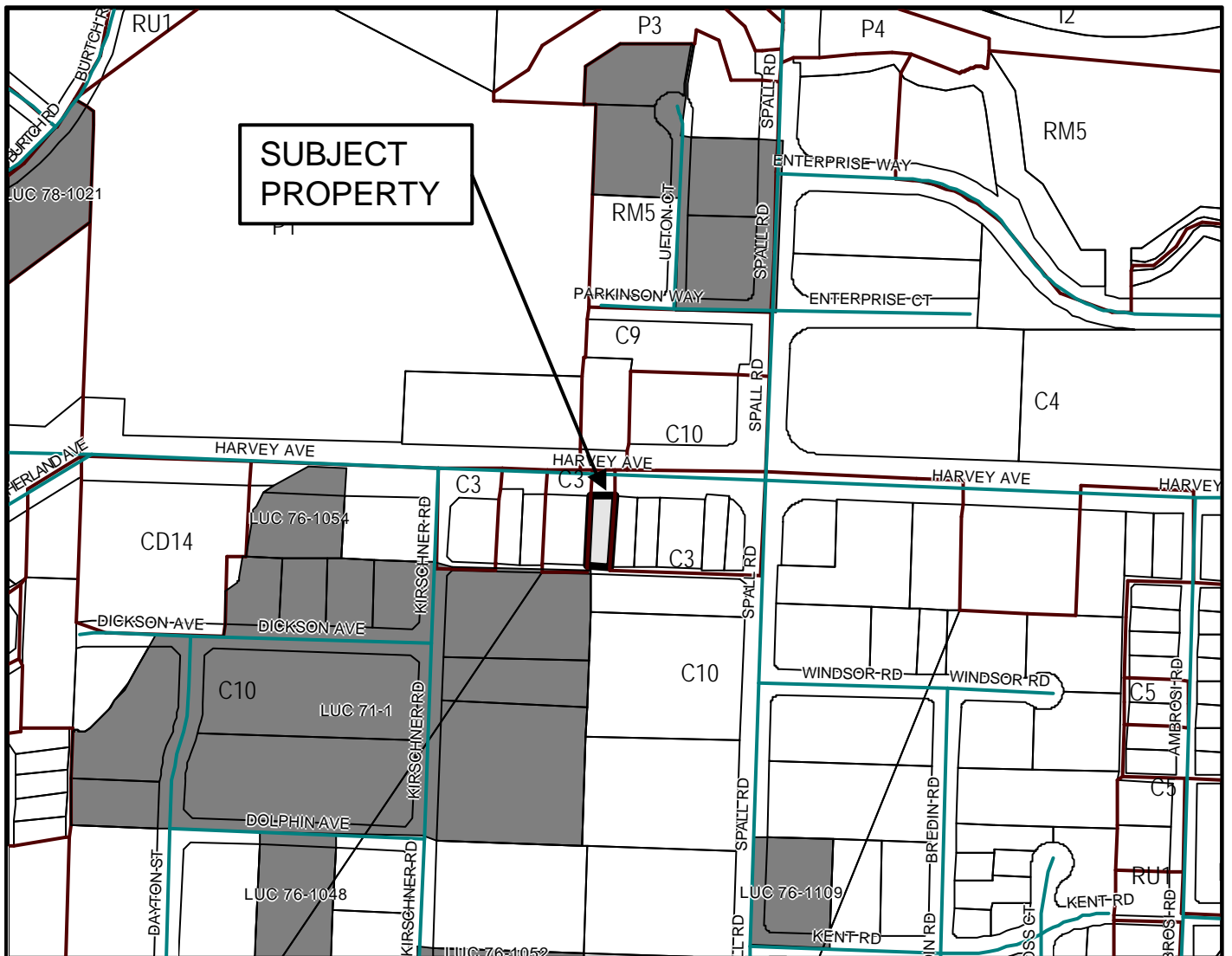
The subject property is located on the south side of Harvey Avenue midway between Spall Road and Kirschner Road.

Adjacent zoning and existing land uses are to the:

- North - C9 – Tourist Commercial
- East - C3 – Community Commercial
- South - C10 – Service Commercial
- West - C3 – Community Commercial

Site Map

Subject Property: 1785 Harvey Avenue



4.0 TECHNICAL COMMENTS

4.1 Inspection Services Department

No comment.

4.2 Works and Utilities Department

Development Permit & Site Related Issues: The variance application for the sign relocation to the building parapet does not compromise W & U servicing requirements.

5.0 PLANNING AND CORPORATE SERVICES COMMENTS

The Planning and Corporate Services Department has no concerns with the proposed signage variance. The existing building is sited in such a manner that the visibility of the façade signage is relatively low. The proposed variance would allow the applicant to achieve more visibility for the signage in a similar location to the signage that exists on the business frontages to the east and west of the subject property. Support for the proposed variance is subject to the applicant removing the existing sign on the business frontage.

Andrew Bruce
Development Services Manager

Approved for inclusion ☐

R.L. (Ron) Mattiussi, ACP, MCIP
Director of Planning & Corporate Services

RWS
Attach.

FACT SHEET

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|-----|-----------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| 15. | APPLICATION NO.: | DVP03-0064 |
| 15. | APPLICATION TYPE: | Development Variance Permit |
| 3. | OWNER: | Doug Wood |
| | · ADDRESS | 104-3160 Casorso Road |
| | · CITY | Kelowna, BC |
| | · POSTAL CODE | V1W 3L7 |
| 4. | APPLICANT/CONTACT PERSON: | Doug Wood |
| | · ADDRESS | 104-3160 Casorso Road |
| | · CITY | Kelowna, BC |
| | · POSTAL CODE | V1W 3L7 |
| | · TELEPHONE/FAX NO.: | 860-7858 |
| 5. | APPLICATION PROGRESS: | |
| | Date of Application: | June 10, 2003 |
| | Date Application Complete: | June 10, 2003 |
| | Servicing Agreement Forwarded to Applicant: | N/A |
| | Servicing Agreement Concluded: | N/A |
| | Staff Report to APC: | N/A |
| | Staff Report to Council: | |
| 15. | LEGAL DESCRIPTION: | Lot 7, District Lot 129, ODYD, Plan 4738 |
| 15. | SITE LOCATION: | The subject property is located on the south side of Harvey Avenue midway between Spall Road and Kirschner Road. |
| 15. | CIVIC ADDRESS: | 1785 Harvey Avenue |
| 15. | AREA OF SUBJECT PROPERTY: | 1034m ² |
| 15. | EXISTING ZONE CATEGORY: | C10-Service Commercial |
| 15. | TYPE OF DEVELOPMENT PERMIT AREA: | Commercial |
| 15. | PURPOSE OF THE APPLICATION: | Vary Sign Bylaw |
| 15. | MIN. OF TRANS./HIGHWAYS FILES NO.: | |
| | NOTE: IF LANDS ARE WITHIN 800 m OF A CONTROLLED ACCESS HIGHWAY | |
| 15. | DEVELOPMENT PERMIT MAP 13.2 IMPLICATIONS | N/A |

ATTACHMENTS

(not attached to the electronic version of the report)

- Subject Property Map
- Site Plan Showing Proposed Variance
- Pictures of the Site