
CITY OF KELOWNA
MEMORANDUM

Date: July 16, 2003
File No.: (3090-20) **DVP03-0067**

To: City Manager

From: Planning & Corporate Services Department

Subject:

DEVELOPMENT VARIANCE PERMIT
APPLICATION NO. DVP03-0067

OWNER: KELOWNA CENTRAL
PROPERTIES LTD.
(INC NO. 659632)

AT: 1500 BANKS ROAD

APPLICANT: RICK ARNDT ARCHITECT
INC. / RICK ARNDT

PURPOSE: TO SEEK A DEVELOPMENT VARIANCE PERMIT FOR
"MICHAELS" TO AUTHORIZE A TOTAL OF 4 SIGNS ON A
BUSINESS FRONTAGE WHERE THE SIGN BYLAW LIMITS THE
NUMBER SIGNS TO 2

EXISTING ZONE: C3 – COMMUNITY COMMERCIAL

REPORT PREPARED BY: PAUL McVEY

SEE ATTACHED FACT SHEET FOR COMPLETE APPLICATION DETAILS

1.0 RECOMMENDATION

THAT Council authorize the issuance of Development Variance Permit No. DVP03-0067; Lot 1, DL 125, O.D.Y.D., Plan KAP67601, located on Banks Road, Kelowna, B.C.;

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

SECTION 6.1 SPECIFIC ZONE REGULATION; Vary Number of signs from 2 per
business frontage permitted to 4 signs proposed

2.0 SUMMARY

The applicant has recently received a Development Permit to authorize construction of a new 5,149 m² building which is to have "Michaels" and "Home Outfitters" as tenants. "Michaels" wishes to have a variance to the sign bylaw to permit a total of 4 signs on the building façade facing Highway 97, where the sign bylaw limits the number of signs to a total of 2 per business frontage.

2.1 Advisory Planning Commission

The above noted application (DVP03-0067) was reviewed by the Advisory Planning Commission at the meeting of July 15, 2003 and the following recommendation was passed:

That the Advisory Planning Commission supports Development Variance Permit Application No. DVP03-0067, 1500 Banks Road, Lot 1, Plan 67601, Sec. 21, Twp. 26, ODYD, by Rick Arndt Architect Inc., to obtain a Development Variance Permit to vary maximum number of signs allowed from 2 per business frontage permitted to 4 signs proposed.

3.0 BACKGROUND

3.1 The Proposal

Development Permit DP03-0010 was issued on May 2, 2003, and authorized the construction of a 5,149 m² building to accommodate both a “Home Outfitters” and a “Michaels” craft store.

The “Michaels” corporate signage includes a larger “Michaels” sign, and smaller signs that identify products that are available at that location. However, the location of the signs on the building façade create 4 distinct signs. The City of Kelowna Sign Bylaw limits the number of fascia signs to a maximum of 2 per business frontage.

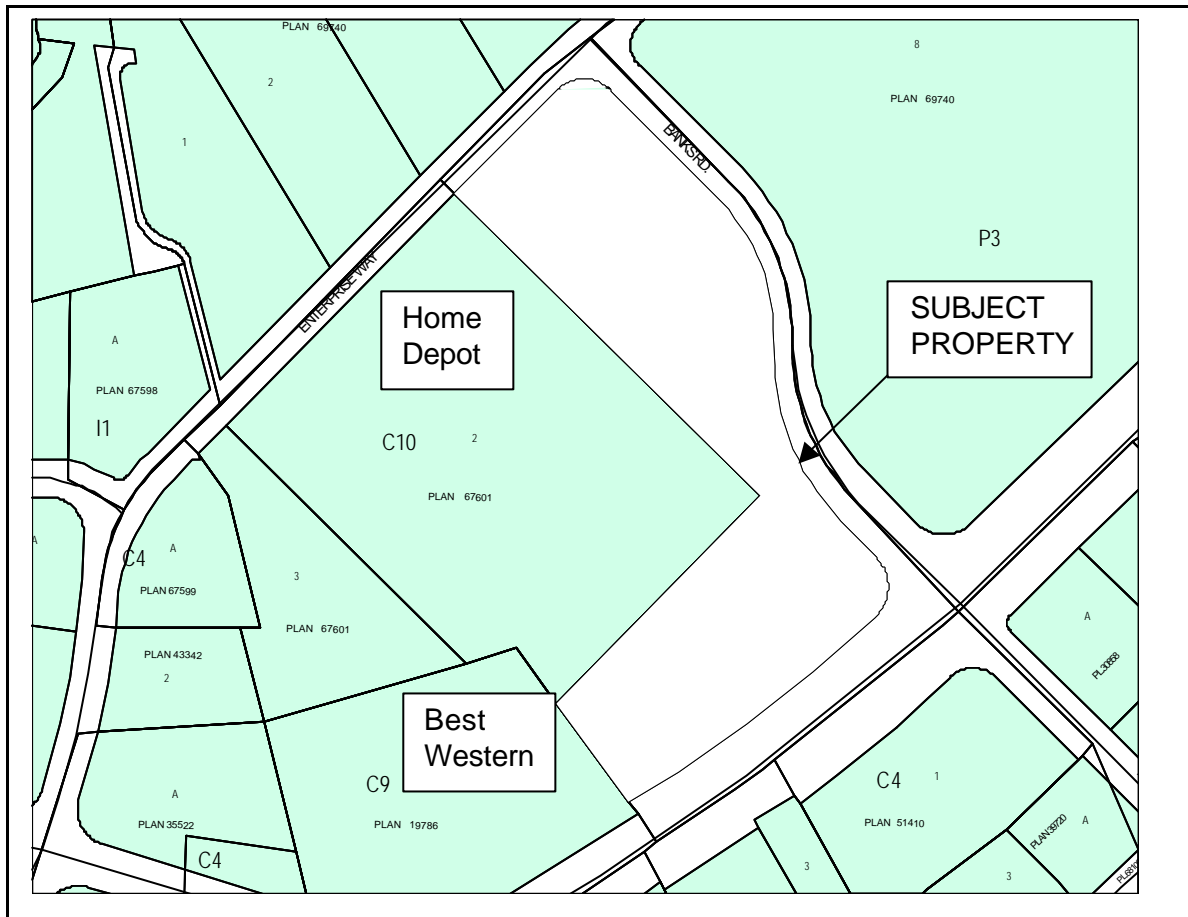
The consultant modified the original building drawings to have the “Michaels” signage comply with the City of Kelowna Sign Bylaw. However, their client still wishes to seek a Development Variance Permit to authorize their proposed corporate signage.

The proposal as compared to the C3 zone Sign Bylaw requirements is as follows:

CRITERIA	PROPOSAL	C3 ZONE REQUIREMENTS
Number of signs	4 signs	2 per business frontage

3.2 Site Context

SUBJECT PROPERTY MAP



The adjacent zone uses are as follows:

- | | | |
|-----------|---|---|
| Northwest | - | I2 – General Commercial/Enterprise Way, auto dealers |
| Northeast | - | P3 - Parks and Open Space/vacant - former golf course |
| Southeast | - | C4 – Town Centre Commercial/Highway 97, hotel use |
| West | - | C10 – service Commercial/Home Depot development |

3.3 Current Development Policy

3.3.1 Kelowna Official Community Plan

The Kelowna Official Community Plan designates the future land use of the subject property as “Commercial”.

3.3.2 City of Kelowna Strategic Plan (1992)

"The City will, in its plans and policies concerning future urban development, place an emphasis on more efficiently using serviced land within existing urban areas through infill and will provide for an increased density of development within established urban areas through re-development of areas which are in transition. Urban areas which are targeted include the Central City area with emphasis on the waterfront and north end, Rutland, and South Padosy particularly along major traffic arteries and near the town centres, the Glenmore Valley and Highway 97 corridor."

3.3.3 Central Park Golf Course Area Structure Plan

The Central Park Golf Course Area Structure Plan has identified the land use designation of the subject property as "Community Commercial".

4.0 TECHNICAL COMMENTS

The application has been circulated to various technical agencies and City departments and the following relevant comments have been submitted:

4.1 Works and Utilities Department

The Works & utilities Department comments and requirements regarding this application are as follows:

1. A site grading plan, a site-servicing plan and a storm drainage plan were submitted in support of the overall development of the subject property under file DP03-0010. Any major modification to the plans must be reviewed by the City of Kelowna. .
2. The boulevard irrigation system must be integrated with the on-site irrigation system. The temporary connection must be removed.
3. Bicycle racks are required at each proposed building.
4. A watermain servicing the home depot site trespass onto the subject property, an easement over the watermain must be registered in favour of Lot 2 plan 67601.

5.0 PLANNING AND CORPORATE SERVICES DEPARTMENT COMMENTS

The signage that "Michaels" is requesting for their new Kelowna location is consistent with their corporate sign package that they request for other "Michaels" building locations.

The signage proposed does not have a big impact on the building façade or the adjacent road frontage, as this building location is a long distance from Highway 97.

The Planning and Corporate Services Department does not normally support variances to the sign bylaw.

However, in this instance, the Planning and Corporate Services Department is supporting this variance to the sign bylaw as the proposed location of this sign is over 275 m from the Highway 97 frontage and the building façade has been articulated to present a more interesting appearance to the business frontage. Also, the total area of the combined signage conforms to the Sign Bylaw.

In light of the above, the Planning and Corporate Services Department supports this a proposal, and recommends for positive consideration by Council..

Andrew Bruce
Manager of Development Services

Approved for inclusion ☐

R.L. (Ron) Mattiussi, ACP, MCIP
Director of Community and Corporate Services

PMc/pmc
Attach.

FACT SHEET

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|---|---|
| 1. APPLICATION NO.: | DVP03-0067 |
| 2. APPLICATION TYPE: | Development Variance Permit |
| 3. OWNER: | Kelowna Central Properties Ltd.
(inc. no. 659632) |
| . ADDRESS | Ste 1100 – 100 Park Royal |
| . CITY/POSTAL CODE | West Vancouver BC V7T 1A2 |
| 4. APPLICANT/CONTACT PERSON: | Rick Arndt Architect Inc.
Rick Arndt/Rudy Witmeier |
| . ADDRESS | 10315 109 th St. |
| . CITY/POSTAL CODE | Edmonton, AB T5J 1N3 |
| . TELEPHONE/FAX NO.: | (780)428-8001/(780)426-2734 |
| 5. APPLICATION PROGRESS: | |
| Date of Application: | June 17, 2003 |
| Date Application Complete: | June 18, 2003 |
| Servicing Agreement Forwarded to Applicant: | N/A |
| Servicing Agreement Concluded: | N/A |
| Staff Report to Council: | July 9, 2003 |
| 6. LEGAL DESCRIPTION: | Lot 1, DL 125, O.D.Y.D., Plan KAP67601 |
| 7. SITE LOCATION: | North West Corner of Banks Road and Highway 97, South of Home Depot Development |
| 8. CIVIC ADDRESS: | 1500 Banks Road |
| 9. AREA OF SUBJECT PROPERTY: | 32,787 m ² |
| 10. TYPE OF DEVELOPMENT PERMIT AREA: | General Commercial – Springfield/Highway 97 Urban Centre |
| 11. EXISTING ZONE CATEGORY: | C3 – Community Commercial |
| 12. PURPOSE OF THE APPLICATION: | To Seek A Development Variance Permit For “Michaels” To Authorize A Total Of 4 Signs On A Business Frontage Where The Sign Bylaw Limits The Number Signs To 2 |
| 13. DEVELOPMENT VARIANCE PERMIT VARIANCES: | Section 6.1 Specific Zone Regulation Vary Number of signs from 2 per business frontage permitted to 4 signs proposed |

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| 14. | VARIANCE UNDER DEVELOPMENT
PERMIT: | N/A |
| 15. | DEVELOPMENT PERMIT MAP 6.2
IMPLICATIONS | N/A |

Attachments

Subject Property Map

2 pages of site elevations / diagrams