
CITY OF KELOWNA
MEMORANDUM

Date: July 16, 2003
File No.: DVP02-0107

To: City Manager

From: Planning and Corporate Services Department

Subject:

APPLICATION NO. DVP02-0107 **OWNER:** CITY OF KELOWNA

AT: 345 Lawrence Ave., Kelowna, BC **APPLICANT:** CITY OF KELOWNA

PURPOSE: TO VARY THE HEIGHT REQUIREMENT FOR PROJECTING SIGNAGE
TO VARY THE MAXIMUM NUMBER OF PROJECTING SIGNS PER
BUSINESS FRONTAGE FROM 2 TO 3 (LAWRENCE AVENUE
FRONTAGE ONLY)

TO VARY THE MAXIMUM AREA FOR PROJECTING SIGNAGE

TO VARY THE MAXIMUM AREA OF ON-SITE DIRECTIONAL SIGNAGE

EXISTING ZONE: C7 – CENTRAL BUSINESS COMMERCIAL

REPORT PREPARED BY: RYAN SMITH

SEE ATTACHED FACT SHEET FOR COMPLETE APPLICATION DETAILS

1.0 RECOMMENDATION

THAT Council authorize the issuance of Development Variance Permit No. DVP02-0107, Lot A, District Lot 139, ODYD, Plan 39412, located on Lawrence Avenue, Kelowna, B.C.;

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

2.3.1 (i) On-Site Signs: Vary the maximum size of on-site directional from 1.0 m² permitted to 5.4 m² proposed

5.8.1 (a) Maximum Height: Vary the height of a projecting sign from 7.5 m maximum above grade to 9.08 m requested

Section 6.1 Major Commercial – Size of the Projecting Sign: Vary the area of a projecting sign from 2.5m² permitted to 11.4m² requested;

Section 6.1 Major Commercial – Number of signs per business frontage: Vary the number of projecting signs permitted per business frontage from 2 to 3 for the Lawrence Avenue frontage of the parkade;

2.0 SUMMARY

The applicant wishes to attach a projecting sign to the Lawrence Avenue frontage of the new Chapman Parkade at 345 Lawrence Avenue. The proposed sign exceeds City Of Kelowna Sign Bylaw No.8235 standards. The On-site directional signage at the Lawrence Avenue entrance to the parkade also exceeds City of Kelowna Sign Bylaw No.8235 standards. Furthermore a variance for the maximum number of projecting signs per business frontage is also requested.

3.0 BACKGROUND

3.1 The Proposal

The City of Kelowna is seeking several variances for proposed signage on the three frontages of the new Chapman Parkade.

The proposed height and area of the principal projecting sign (figure 1) exceeds the provisions of the City of Kelowna Sign Bylaw No. 8235. The maximum height permitted in the C7 – Central Business Commercial zone is 7.5m for a free-standing sign. The proposed height of the sign is 9.06m. The maximum area permitted in the C7 – Central Business Commercial zone is 2.5m². The proposed area for the sign is 11.4m². A variance is also being sought to allow backlit letters, instead of directional lighting. Furthermore a variance is being sought for the size of the on-site directional signage marking the Lawrence Avenue entrance as well as to allow a third projecting sign of the Lawrence Avenue frontage.

The projecting sign will be located on the north side of the Parkade, midway along Lawrence Avenue between Water and Pandosy Streets. The sign will consist of acrylic lettering inlaid into aluminum housing. The sign text will be backlit with fluorescent lighting.

Six projecting informational signs (0.7m x 1.5m) are also proposed for the fascia of the parkade. Two signs are proposed for each street frontage. The signage on the Lawrence frontage will require a variance to allow three projection signs (two informational signs + principal parkade sign).

The applicant is also seeking to vary the size of the on-site directional signage marking the Lawrence Avenue entrance of the parkade.

The projecting sign and the signage marking the entrances and exits are essential components in making the parkade more recognizable and helping drivers find access to the building. Other proposed signage on the building consists of sign bands for the businesses that will be located on the ground floor of the parkade. The signs will be backlit and consistent throughout. The commercial signs and those marking the entrances and exits of the parkade meet all requirements of the sign bylaw, and are therefore not part of the Development Variance Permit.

The application compares to the requirements the City of Kelowna Sign Bylaw No. 8235 for C7 zones as follows:

CRITERIA	PROPOSAL	C7 SIGN REQUIREMENTS
On-Site Directional Signage	5.4 m ² ❶	1.0 m ²
Projecting Sign (Principal-1):		
Height	9.06m ❷	7.5m max.
Size	11.4m ² ❸	2.5m ² max.
Projecting Sign (Secondary-6)		
Size	1.05m ²	2.5m ² max.
Number of projecting signs per business frontage	3 (Lawrence Ave.) ❹	2

Notes:

- ❶ The applicant is requesting a variance for the size of on-site directional signage under this Development Variance Permit.
- ❷ The applicant is requesting a variance for the height of the sign under this Development Variance Permit application.
- ❸ The applicant is requesting a variance for the area of the sign under this Development Variance Permit.
- ❹ The applicant is requesting to vary the maximum number of projecting signs on the Lawrence Avenue frontage from 2 to 3 under this Development Variance Permit.

3.2 Site Context

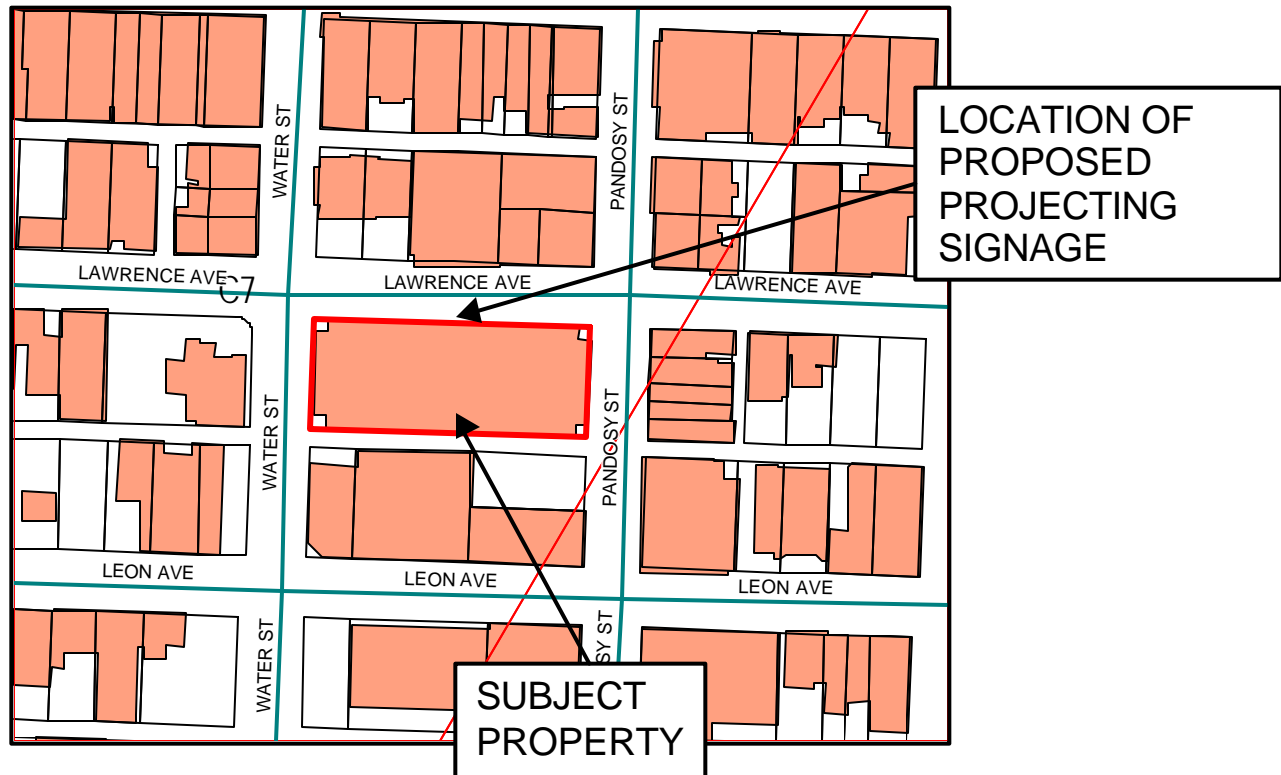
The property is located in the Urban Downtown Centre Area and is the site of the newly constructed Chapman Parkade. The property has frontage on Lawrence, Leon, Pandosy and Water Streets. The main primary access to the parkade is from Lawrence Avenue.

Adjacent zones and uses are:

- North - C7 - Central Business Commercial – Parking Lot, Offices Radio Station
- East - C7 - Central Business Commercial – Retail with residential unit on top, offices
- South - C7 - Central Business Commercial – Offices, CHBC
- West - C7 - Central Business Commercial – Automotive Repair shop - fire hall

3.3 Location Map

Subject Property: 345 Lawrence Avenue



4.0 TECHNICAL COMMENTS

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

4.1 Inspection Services Department

No concerns.

5.0 PLANNING AND CORPORATE SERVICES DEPARTMENT

The Planning and Corporate Services Department has no concerns with the proposed signage variances. The projecting sign on Lawrence Avenue is an essential design feature of the building and is not only consistent with, but enhances the overall appearance of the building. Its size, although in the case of the projecting sign exceeding the provisions of the sign bylaw, is compatible with the large scale of the building. The smaller blue projecting signs provide additional information about the parkade and are therefore also necessary component of the proposed signage scheme. Staff feels that the proposed signage will provide adequate directional and informational signage for the new Chapman Parkade while keeping the signage proportionate to the size of the building and scale of the architecture.

Andrew Bruce
Development Services Manager

Approved for inclusion

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

RM/AB/rs
Attach.

FACT SHEET

1. **APPLICATION NO.:** DVP02-0107
2. **APPLICATION TYPE:** Development Variance Permit
3. **OWNER:** City of Kelowna
· **ADDRESS** 1435 Water Street
· **CITY** Kelowna, BC
· **POSTAL CODE** V1Y 1J4
4. **APPLICANT/CONTACT PERSON:** Jim Waugh
· **ADDRESS** As above
· **CITY**
· **POSTAL CODE**
· **TELEPHONE/FAX NO.:** 862-3339 ext.434
5. **APPLICATION PROGRESS:**
Date of Application: November 20, 2002
Date Application Complete: June 27, 2003
Servicing Agreement Forwarded to Applicant: N/A
Servicing Agreement Concluded: N/A
Staff Report to Council:
6. **LEGAL DESCRIPTION:** Lot A, District Lot 139, ODYD, Plan 39412
7. **SITE LOCATION:** The property is located in the Urban Downtown Centre Area and is the site of the newly constructed Chapman Parkade. The property has frontage on Lawrence, Leon, Pandosy and Water Streets. The primary access to the parkade is from Lawrence Avenue.
8. **CIVIC ADDRESS:** 345 Lawrence Avenue
Kelowna, BC
9. **AREA OF SUBJECT PROPERTY:** 3342m"
10. **EXISTING ZONE CATEGORY:** C7 – Central Business Commercial
11. **PURPOSE OF THE APPLICATION:** Variance for size, height and lighting of signage.
12. **MIN. OF TRANS./HIGHWAYS FILES NO.:** N/A
NOTE: IF LANDS ARE WITHIN 800 m OF A CONTROLLED ACCESS HIGHWAY
13. **DEVELOPMENT PERMIT MAP 13.2 IMPLICATIONS** N/A

ATTACHMENTS

(not attached to the electronic version of the report)

- Location of subject property
- Description of proposed signage
- Location of proposed signage