
CITY OF KELOWNA

MEMORANDUM

Date: May 13, 2004
File No.: DVP04-0039
To: City Manager
From: Planning & Corporate Services Department
Subject:

APPLICATION NO. DVP04-0039 **OWNER:** City of Kelowna
AT: 470 Queensway **APPLICANT:** Kelowna Museum Association
(Natalie Limbos-Bomberg)

PURPOSE: VARY THE MAXIMUM AREA FOR FASCIA SIGNS FROM 0.3 M²/LINEAL METRE OF BUILDING FRONTAGE REQUIRED TO 26.75 M² (QUEENSWAY FACADE) AND 5.0 M² (ELLIS FACADE) PROPOSED.

EXISTING ZONE: P1 – MAJOR INSTITUTIONAL

REPORT PREPARED BY: NELSON WIGHT

SEE ATTACHED FACT SHEET FOR COMPLETE APPLICATION DETAILS

1.0 **RECOMMENDATION**

THAT Council authorize the issuance of Development Variance Permit No. DVP04-0039 for Lot A, District Lot 139, ODYD Plan 5438, located at 470 Queensway, Kelowna, B.C. subject to the following:

No more than 20% of the banner area shall be used for the name and logo of a commercial sponsor.

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

Section 6 – Specific Zone Regulations

Vary the maximum area for fascia signs from 0.3 m²/lineal metre of building frontage required, to 26.75 m² proposed (Queensway façade), and 5.0 m² proposed (Ellis façade).

Vary the maximum number of signs from one (1) per building frontage and up to a maximum of three (3) required, to allow three (3) for the Queensway frontage plus one (1) for the Ellis frontage, for a total of four (4) proposed.

2.0 **SUMMARY**

The Applicant, the Kelowna Museum Association, is seeking variances to the Sign Bylaw to allow the implementation of a banner program that will highlight on-going functions and programming at the museum.

3.0 **BACKGROUND**

3.1 **The Proposal**

The maximum allowable area for fascia signs in this zone is 0.3 m²/lineal metre of building frontage. There is a further limitation in the Sign Bylaw permitting no more than one (1) sign per business frontage up to a maximum of three (3) for the building. The signs proposed for the Kelowna Museum exceed both of these requirements. There are a total of four (4) signs

proposed for the building, with three of the four located on the Queensway façade, and a total area of the signs being 26.75 m² for the Queensway façade, and 5.0 m² for the Ellis façade.

The Applicant has provided additional information explaining the rationale for this project. Please see the attached document, “*Kelowna Museum Proposed Banner Program – Background & Rationale*”. In the Applicant’s words, “the banner program is intended to be on-going (rotating approximately every two years) and will highlight on-going functions and programming of the Kelowna Museum Association.”

The Applicant is requesting this variance to achieve the following goals:

1. Heightened awareness of activities within this building;
2. Increased recognition of the museum;
3. Enhanced aesthetics of the museum building itself;
4. Banners to be more in proportion to the building than previous attempt.

This application compares to the requirements of the City of Kelowna Sign Bylaw No. 8235 for the Public and Institutional Zones as follows:

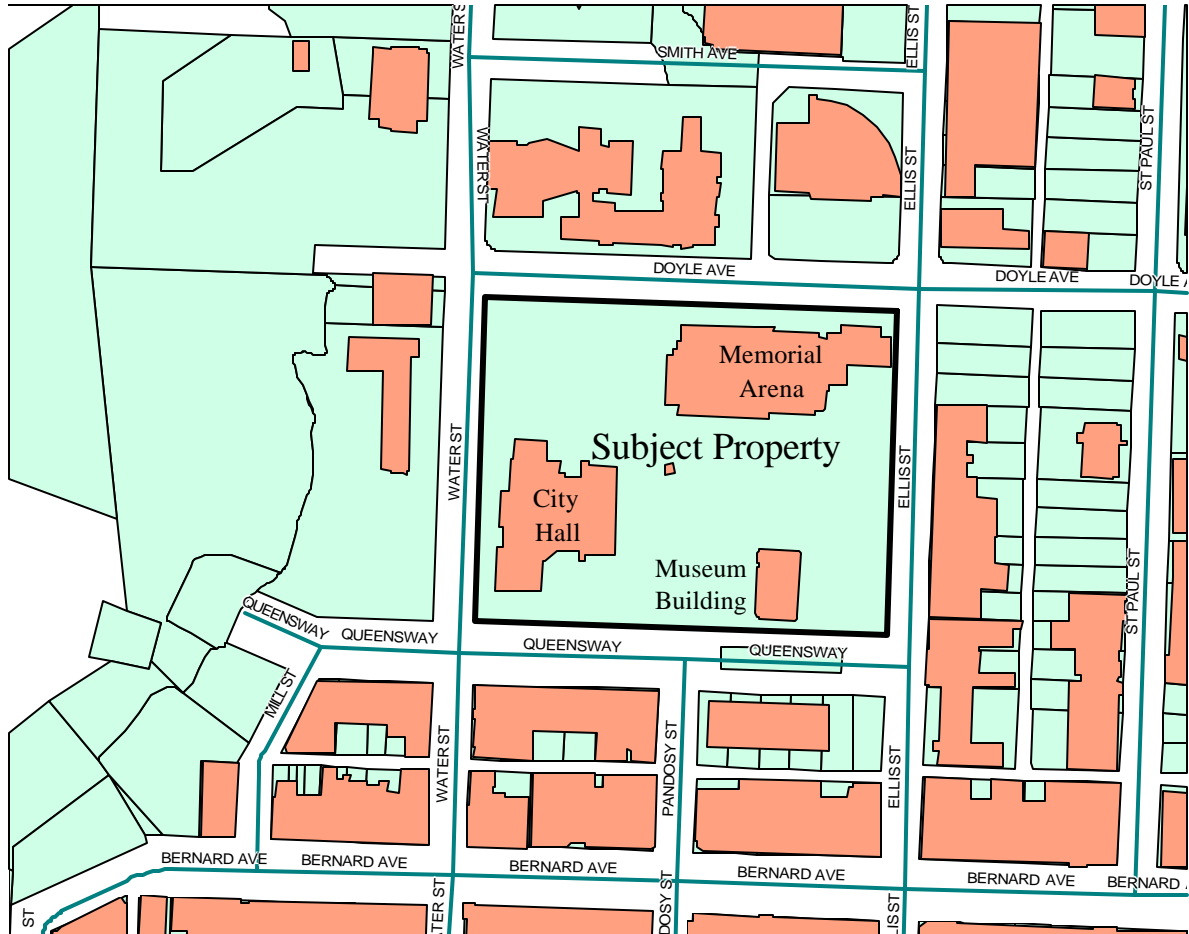
CRITERIA	PROPOSAL	Sign Bylaw requirements
Site Area (m ²)	30,907 m ²	n/a
Business frontage (Queensway)	18.3 m	n/a
Business frontage (Ellis)	33.0 m	n/a
Number of signs (Queensway)	3 ❶	1 per business frontage
Number of signs (Ellis)	1	1 per business frontage
Total number of signs	4 ❶	3
Sign area	<p><u>Queensway:</u> 2.44 m x 3.66 m = 8.92 m² x 3 signs = 26.75 m² total ❷</p> <p><u>Ellis:</u> 2.74 m x 1.83 m = 5.02 m² total</p>	<p>4.0 m² maximum area, except the area of a fascia sign is limited to 0.3 m² for each lineal metre of building frontage to which it is attached.</p> <p><u>Queensway:</u> 18.3 m x 0.3 m² = 5.5 m²</p> <p><u>Ellis:</u> 33.0 m x 0.3 m² = 9.9 m²</p>

❶ Note: Applicant is seeking to vary the maximum allowable number of fascia signs.

❷ Note: Applicant is seeking to vary the maximum allowable area for fascia signs.

3.2 Site Context

Subject Property: 470 Queensway



The Kelowna Museum occupies a building located on a ± 7.6 acre property owned by the City of Kelowna. This site also accommodates City Hall, the Kasugai Gardens, and Memorial Arena. The subject lands lie on the southern end of the Cultural District, with commercial uses generally predominating in this downtown location, but institutional uses immediately adjacent.

Adjacent zoning and existing land uses are as follows:

- North- P1 – Major Institutional
C7 – Central Business Commercial
- East- C7 – Central Business Commercial
- South- P1 – Major Institutional
C7 – Central Business Commercial
C7 – Central Business Commercial (Retail Liquor Store)
- West- P1 – Major Institutional

4.0 TECHNICAL COMMENTS

4.2 Inspection Services

No concerns.

4.4 Parks Manager

No comments.

5.0 PLANNING AND CORPORATE SERVICES COMMENTS

The design of the museum building on its own does not provide a strong indication of the activities within. Nor are there explicit cues to the pedestrian as to how to access the building from Queensway. There are no openings along the Queensway frontage, and the principle entrance is significantly setback from Ellis, making it difficult to find. The proposed banners could significantly improve these shortcomings. The addition of colour and bold, vivid images on the Queensway and Ellis facades will provide some much-needed visual interest to this building. These banners should also help to mark the museum as the culturally significant site that it is. And finally, the banners should help achieve the primary goals of the Applicant, which are to draw attention to current exhibitions and ongoing programming of the museum.

The institutional signage requirements detailed in the Sign Bylaw were originally drafted with the understanding that many institutional buildings are located in residential neighbourhoods, where the signage is intended for notification only. That is, the most common institutional buildings, schools and churches, usually require signage simply to identify that particular institution, not draw additional attention to their activities or programming, or compete for attention with commercial signage. In this case, the Kelowna Museum building is located in a predominantly commercial area. Given its location and circumstance, the signage requirements could be seen to be unique for this site.

Because this institution survives with help from donors, there may be some desire to use the banners to identify commercial sponsors. While there is merit in distinguishing those supportive parties, it should be kept to a minimum. Staff recommends that commercial sponsorship identification be restricted.

It seems that the banners proposed for the Kelowna Museum building would achieve the goals articulated by the Applicant, while improving the appearance and function of the existing museum building. Consequently, Staff is supportive of this application, with the condition that no more than 20% of the banners be used for the name and logo of a commercial sponsor, which is consistent with sponsorship regulations for banner signs.

Andrew Bruce
Development Services Manager

Approved for inclusion

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

RM/AB/nw

FACT SHEET

APPLICATION NO.:	DVP04-0039
APPLICATION TYPE:	Development Variance Permit
OWNER:	City of Kelowna
. ADDRESS	470 Queensway.
. CITY	Kelowna, BC
. POSTAL CODE	V1Y 1J4
. TELEPHONE/FAX NO.:	(250) 862-3339
APPLICANT:	Kelowna Museum Association (Natalie Limbos-Bomberg)
. ADDRESS	470 Queensway.
. CITY	Kelowna, BC
. POSTAL CODE	V1Y 1J4
. TELEPHONE/FAX NO.:	(250) 868-0415
Date of Application:	March 17, 2004
Date Application Complete:	March 17, 2004
Servicing Agreement Forwarded to Applicant:	N/A
Servicing Agreement Concluded:	N/A
Staff Report to APC:	N/A
Staff Report to Council:	April 22, 2004
LEGAL DESCRIPTION:	Lot A, District Lot 139, ODYD Plan 5438
SITE LOCATION:	The subject building is located on a ± 7.6 acre property owned by the City of Kelowna, and fronting onto Queensway Avenue.
CIVIC ADDRESS:	470 Queensway
AREA OF SUBJECT PROPERTY:	30,907 m ²
EXISTING ZONE CATEGORY:	P1 – Major Institutional
TYPE OF DEVELOPMENT PERMIT AREA:	N/A
PURPOSE OF THE APPLICATION:	Vary the maximum area for fascia signs from 0.3 m ² /lineal metre of building frontage required, to 26.75 m ² proposed (Queensway façade), and 5.0 m ² proposed (Ellis façade). Vary the maximum number of signs from one (1) per building frontage and up to a maximum of three (3) required, to allow three (3) for the Queensway frontage plus one (1) for the Ellis frontage, for a total of four (4) proposed.
MIN. OF TRANS./HIGHWAYS FILES NO.:	N/A
NOTE: IF LANDS ARE WITHIN 800 m OF A CONTROLLED ACCESS HIGHWAY	
DEVELOPMENT PERMIT MAP 13.2 IMPLICATIONS	N/A

ATTACHMENTS

(not attached to the electronic version of the report)

- Subject Property Map
- Applicant's report: Background & Rational
- Conceptual plans and elevations