
CITY OF KELOWNA

MEMORANDUM

Date: December 30, 2004
File No.: (3090-20) **DVP04-0157**

To: City Manager

From: Planning & Corporate Services Department

Subject:

DEVELOPMENT VARIANCE PERMIT
APPLICATION NO. DVP04-0157

OWNER: OKANAGAN UNIVERSITY
COLLEGE

AT: 3333 UNIVERSITY WAY

APPLICANT: PROSIGN /
DOUG GOSSON

PURPOSE: TO VARY THE MAXIMUM SIGN HEIGHT AND SIGN AREA
PROVISIONS OF THE SIGN BYLAW TO AUTHORIZE NEW
IDENTIFICATION SIGN

EXISTING ZONE: A1 – AGRICULTURE 1 /
P2 – EDUCATION & MINOR INSTITUTIONAL

REPORT PREPARED BY: PAUL McVEY

1.0 RECOMMENDATION

THAT Council authorize the issuance of Development Variance Permit No. DVP04-0157; Lot A, Sections 10 & 11, Twp. 23, O.D.Y.D., Plan KAP57788, located on University Way, Kelowna, B.C.;

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

Section 6 – **Specific Zone Regulations,**

Section 6.1; Agricultural Zone (A1)

(a) Vary maximum sign height from 2.5 m permitted to 7.3 m proposed

(b) Vary maximum sign area from 3 m² permitted to 56.12 m² (total sign area)
proposed

AND FURTHER THAT the applicant be required to complete the above-noted conditions within 180 days of Council approval of the development permit application in order for the permit to be issued.

2.0 SUMMARY

The applicant wishes to install a new “V” shaped freestanding identification sign adjacent to Highway 97 North near University Way to advertise the pending conversion of the facility to the new University of British Columbia - Okanagan. The proposed sign exceeds both the height and area provisions of the sign bylaw as it applies to the A1 – Agricultural 1 zone (max. 2.5 m high, max. 3.0 m² area). As it is the desire of the applicant to install a sign that is 7.3 m high and 4.6 m wide (sign area 28.06 m² per face), an application for a Development Variance Permit to the Sign Bylaw has been made.

3.0 BACKGROUND

3.1 The Proposal

The applicant proposes to install a new “V” shaped sign adjacent to Highway 97 North near University Way to serve as an information sign regarding conversion of the existing Okanagan University College - North Campus facility to the new University of British Columbia – Okanagan facility. The size of the proposed sign is 7.3 m high and 4.6 m wide, with a sign area of 6.1 m x 4.6 m = 28 m² in area per face. As this area of the university property is zoned A1 – Agriculture 1, the Agricultural Zones section of the sign bylaw applies.

The sign is designed with the “University of British Columbia” – Okanagan logo located within the top 2.6 m of the proposed sign. This portion of the proposed sign is proposed to be painted “UBC Blue” The middle 2.0 m will be painted white, and containing date information regarding the timing of the change to “University of British Columbia” – Okanagan status, and an information web site address. The bottom 1.5 m is designed as a solid “UBC Blue” coloured band. The sign is designed as a triangular configuration so that there is a panel directed towards the travel section of the highway.

The proposed location of the sign is on west side of Highway 97 N., south of University Way. The sign is designed to be located at the top of the bank, set back approximately 1.5 m from property line which runs along the top of the bank. The proposed location of the sign is approximately 8 m above the level of Highway 97 N.

The proposal as compared to the A1 – Agriculture 1 zone sign bylaw requirements is as follows:

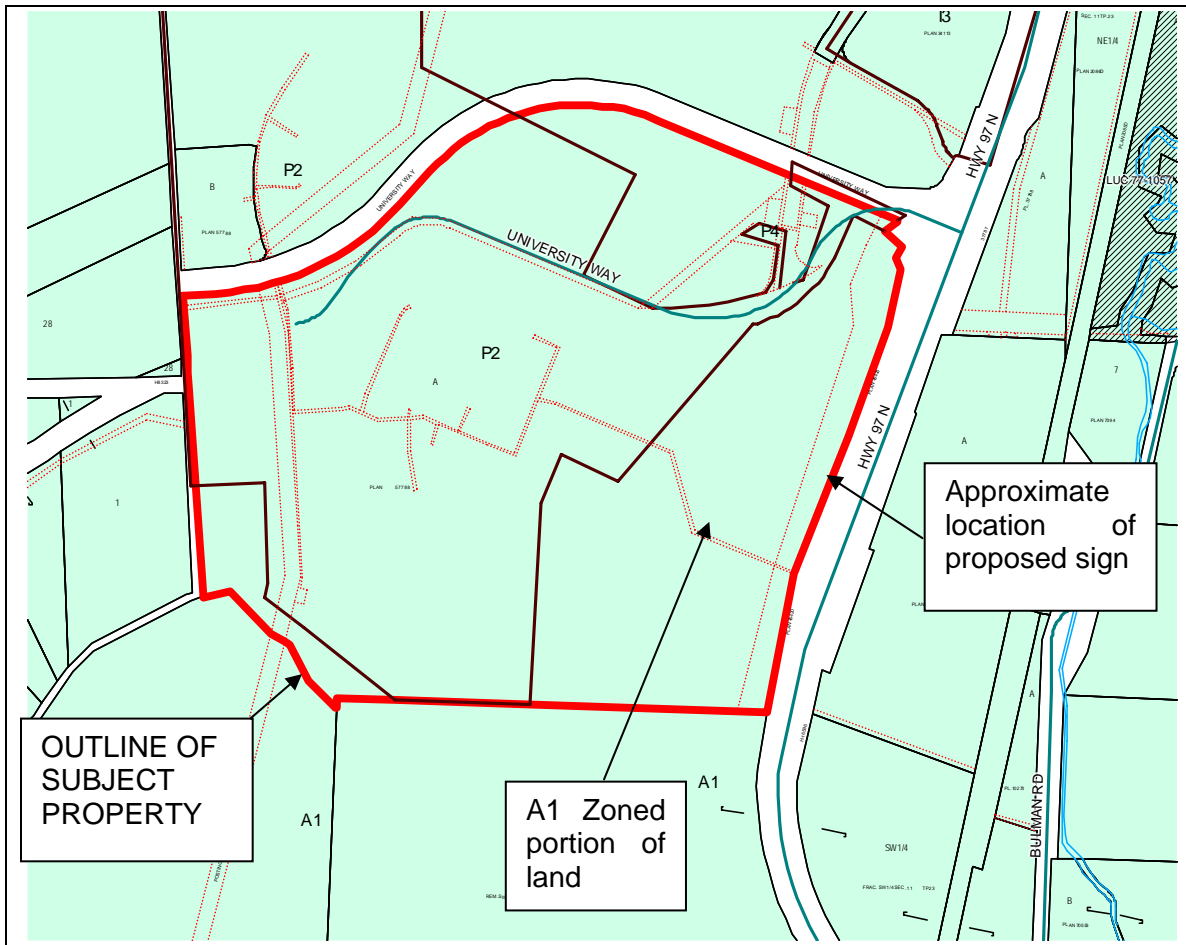
CRITERIA	PROPOSAL	A1 ZONE REQUIREMENTS
Sign Area (m ²)	56.12 m ² ❶	3.0 m ² max
Sign Height (m)	7.3 m ❷	2.5m max

Variance required;

- ❶ Vary area from maximum 3.0 m² required to 28.06 m² x 2 = 56.12 m² proposed,
- ❷ Vary height from maximum 2.5 m required to 7.3 m proposed

3.2 Site Context

SUBJECT PROPERTY MAP



The adjacent zone uses are as follows:

- North - A1 – Agricultural 1/College Way
- P2 – Education & Minor Institutional – Student Housing
- East - A1 – Agricultural 1/Highway 97 N – undeveloped lands
- South - A1 – Agricultural 1 – undeveloped lands
- West - A1 – Agricultural 1/agricultural uses

3.3 Current Development Policy

3.3.1 Kelowna Official Community Plan

This proposal is consistent with the future land use designation of Educational/Major Institutional uses.

3.3.2 City of Kelowna Strategic Plan (1992)

The proposal is consistent with the intent of the Strategic Plan which states:

"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."

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 Inspection Services

No Concerns

4.2 Works and Utilities Department

The proposed Development Variance Permit Application for the proposed sign does not compromise Works and Utilities servicing requirements.

5.0 PLANNING AND CORPORATE SERVICES DEPARTMENT COMMENTS

The Planning and Corporate Services Department does not have concerns with the proposed variance to allow a larger sign in this location. Two factors that support the use of a larger sign are; the vertical height difference of approximately 8 m from the level of the road to the top of bank where the sign is located and the horizontal separation of approximately 25 m would make a smaller sign difficult to see, and the speed limit of passing vehicle at 80km/hr would make a smaller sign difficult to read.

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

Andrew Bruce
Manager of Development Services

Approved for inclusion

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

PMc/pmc
Attach.

Attachments

(Not attached to the electronic copy of the report)

Subject Property Map

5 pages of site plan, sign elevations & diagrams