
CITY OF KELOWNA

MEMORANDUM

Date: August 16, 2005
To: City Manager
From: Planning & Corporate Services Department
Subject:

APPLICATION NO. DVP05-0111 **OWNER:** Canadian Adult Communities Ltd.

LOCATION: 532-538 Yates Road **APPLICANT:** Sign Craft

PURPOSE: TO VARY THE MAXIMUM HEIGHT FOR A FREE-STANDING SIGN IN
THE C2 – NEIGHBOURHOOD COMMERCIAL ZONE

TO VARY THE MAXIMUM AREA FOR A FREE-STANDING SIGN IN
THE C2 – NEIGHBOURHOOD COMMERCIAL ZONE

EXISTING ZONE: C2 – NEIGHBOURHOOD COMMERCIAL

REPORT PREPARED BY: RYAN SMITH

1.0 RECOMMENDATION

THAT Council not authorize the issuance of Development Variance Permit No. DVP05-0111; Lot 1, Section 32, Township 26, ODYD Plan 77456, located on Yates Road, Kelowna, B.C.;

AND THAT variances to the following sections of Sign Bylaw No. 8235 not be granted:

Section 6.1: Specific Zone Regulations: Local Commercial zones:

Vary the maximum height for a free-standing sign from 3.0m to 4.88m proposed.

Vary the maximum area for a free-standing sign from 3.0m² to 13.38m².

2.0 ADVISORY PLANNING COMMISSION

The application was originally reviewed by the Advisory Planning Commission at the regular meeting of July 5th, 2005 where it was deferred pending design amendments to the proposed sign. The applicant has revised the design of the proposed free-standing sign and the Advisory Planning Commission will review the new proposal at the meeting of August 30, 2005. In the interests of expediting the process for the applicant, Planning Staff will present this recommendation to Council at the public meeting as it will not be available at the time

3.0 SUMMARY

The applicants received a development permit for the neighbourhood commercial project in February of 2005. In order to accommodate the signage needs of the development's tenants the

applicant is seeking to vary the provisions of the sign bylaw with regard to free-standing signage in the C2 – Neighbourhood Commercial zone. The applicant is seeking to vary both the area and height for free-standing signs in the C2 – Neighbourhood Commercial zone. The proposed free-standing sign would be located on the northwest corner of the property and oriented to Glenmore Road. The sign itself would contain six spaces for tenant signage.

This application compares to the requirements of the City of Kelowna Sign Bylaw No.8235 as follows:

CRITERIA	PROPOSAL	SIGN BYLAW REQUIREMENTS
Sign Height	4.88m ^①	3.0m
Sign Area	13.38m ^②	3.0m ²

①Note: The applicant is seeking to vary the maximum height for a free-standing sign from 3.0m permitted to 4.88m proposed.

②Note: The applicant is seeking to vary the maximum area for a free standing sign from 3.0m² permitted to 13.38m proposed.

3.1 Site Context

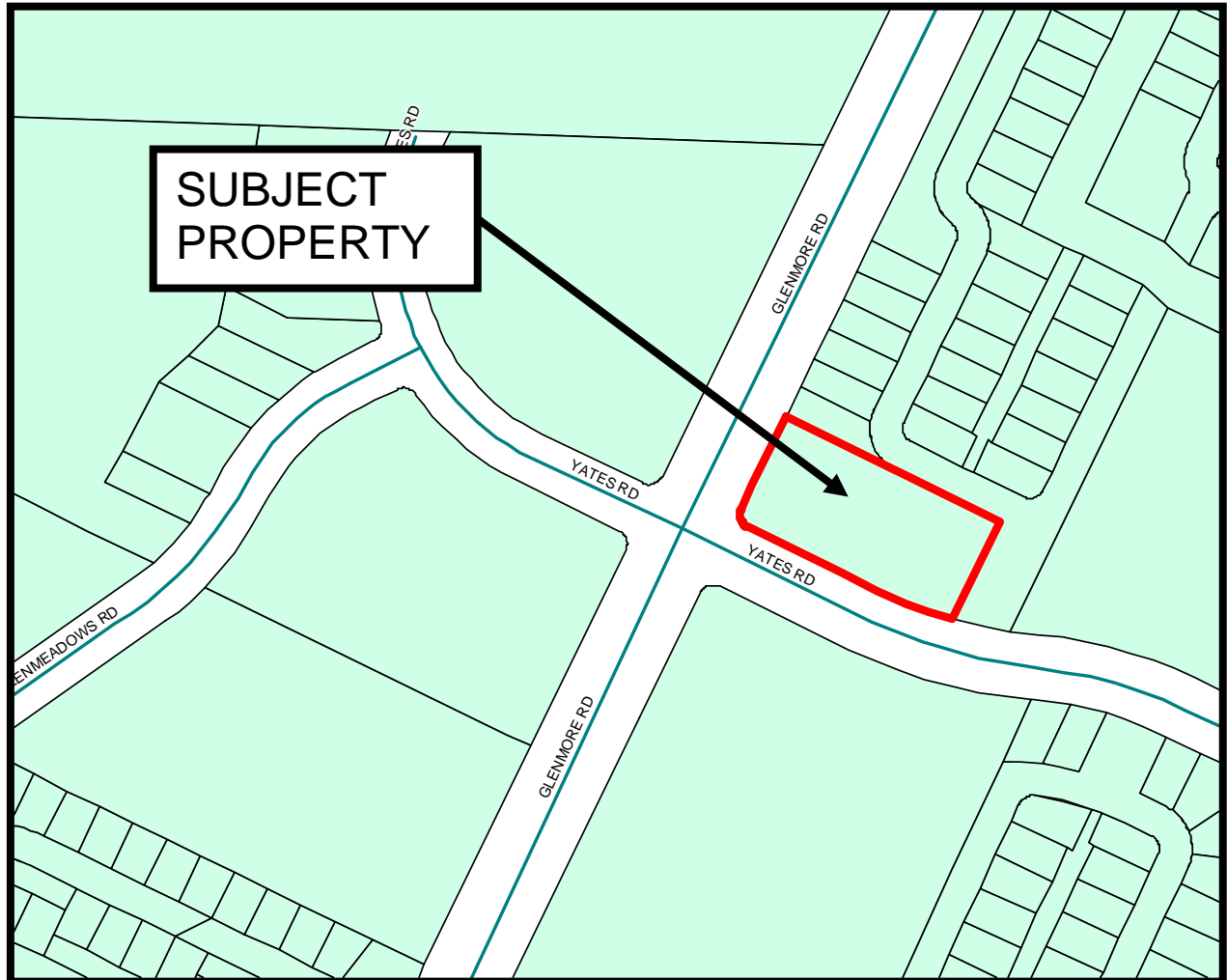
The subject property is located on the northeast corner of Yates Road at Glenmore Road.

Adjacent zoning and existing land uses are to the:

- North - RU5 – Bareland Strata Housing – Sandalwood Adult Community
- East - RM5 – Medium Density Multiple Housing – Sandalwood Adult Community
- South - RM5 – Medium Density Multiple Housing – The Verve
- West - RM2 – Low Density Row Housing – town house development

3.2 Site Map

Subject Property: 532-538 Yates Road



4.0 PLANNING AND CORPORATE SERVICES COMMENTS

Staff have concerns related to the proposed sign variances. Staff feel the provisions of Sign Bylaw No.8235 are adequate for a development of this nature and that proposed signage will impact negatively upon the existing streetscape as well as the neighboring development to the north as the illuminated sign will be visible from several of its lots given the proposed height. Staff recommend that the applicant revisit the proposed design of the sign in order reduce the height and area of the sign to better reflect the regulations of the Sign Bylaw.

Staff had originally been disappointed that the applicant had ignored the substantial architectural detail of the development when considering the design of the proposed free-standing sign. The revision to the proposed sign appear to better complement the development; however, staff's concerns with regard to the height and size of the sign remain unchanged.

An alternate recommendation is provided below, should Council wish to support the proposed sign variance.

5.0 ALTERNATE RECOMMENDATION

THAT Council authorize the issuance of Development Variance Permit No. DVP05-0111; Lot 1, Section 32, Township 26, ODYD Plan 77456, located on Yates Road, Kelowna, B.C.;

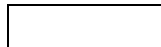
AND THAT variances to the following sections of Sign Bylaw No. 8235 be granted:

Section 6.1: Specific Zone Regulations: Local Commercial zones:

Vary the maximum height for a free-standing sign from 3.0m to 4.88m proposed.

Vary the maximum area for a free-standing sign from 3.0m² to 13.38m².

Andrew Bruce
Manager of Development Services



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

RM/AB/rs
Attach.

ATTACHMENTS

(not attached to the electronic version of the report)

- Subject Property Map
- Site Plan