
CITY OF KELOWNA

MEMORANDUM

DATE: July 21, 2005

TO: City Manager

FROM: Planning & Corporate Services Department

SUBJECT:

APPLICATION NO. DVP05-0113 **OWNER:** Canadian Adult Communities Ltd.

LOCATION: 532-538 Yates Road **APPLICANT:** Atlas Sign and Awning Co.

PURPOSE: TO OBTAIN A DEVELOPMENT VARIANCE PERMIT TO VARY THE MAXIMUM NUMBER OF FASCIA SIGNS PER BUILDING FRONTAGE IN THE C2-NEIGHBOURHOOD COMMERCIAL ZONE FROM THE 1 ALLOWED, TO THE 3 PROPOSED ON BOTH THE EAST AND WEST ELEVATIONS;

TO VARY SECTION 3.1.5 OF SIGN BYLAW NO. 8235, TO ALLOW SIGNAGE ON AN ARCHITECTURAL FEATURE ABOVE THE ROOF OF THE BUILDING.

TO VARY THE MAXIMUM PERMITTED SIGN AREA FROM 3.0M² TO 8.34M² ON THE EAST AND WEST ELEVATIONS AND FROM 3.0M² TO 5.5M² ON THE SOUTH ELEVATION

EXISTING ZONE: C2 – NEIGHBOURHOOD COMMERCIAL

REPORT PREPARED BY: RYAN SMITH

1.0 RECOMMENDATION

THAT Council not authorize the issuance of Development Variance Permit No. DVP05-0113; 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:

Vary the maximum number of fascia signs per building frontage in the C2-Neighbourhood Commercial zone from the 1 allowed, to the 3 proposed on both the east and west elevations.

Vary Section 3.1.5 of Sign Bylaw No. 8235, to allow signage on an architectural feature above the roof of the building.

Vary the maximum permitted sign area from 3.0m² to 8.34m² on the east and west elevations and from 3.0m² to 5.5m² on the south elevation.

2.0 ADVISORY PLANNING COMMISSION

At the regular meeting of July 5, 2005 it was resolved:

THAT the Advisory Planning Commission ***not*** support Development Variance Permit Application No. DVP05-0113, for 532-538 Yates Road, Lot 1, Plan 77456, Sec. 32, Twp. 26, ODYD, by Atlas Sign & Awning Co. (Charlie Seaman), to obtain a Development Variance Permit to vary the maximum number of fascia signs per building frontage in the C2-Neighbourhood Commercial zone from the 1 allowed, to the 3 proposed on both the east and west elevations; and to vary Section 3.1.5 of Sign Bylaw No. 8235, to allow signage on an architectural feature above the roof of the building.

3.0 SUMMARY

The applicants received a development permit for the neighbourhood commercial project in February of 2005. This sign variance application is related to the building on the western side of the site which will contain a financial institution (TD Canada Trust). The applicant (Atlas Sign and Awning Co.) is seeking to obtain a Development Variance Permit to vary the maximum number of fascia signs per building frontage in the C2-Neighbourhood Commercial zone from the 1 allowed, to the 3 proposed on both the east and west elevations; and to vary Section 3.1.5 of Sign Bylaw No. 8235, to allow signage on an architectural feature above the roof of the building. In addition, the applicant is also seeking to vary the maximum sign area on the east, west and south elevations.

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

CRITERIA	PROPOSAL	SIGN BYLAW No.8235 REQUIREMENTS
Fascia Signs Permitted per Building Frontage	<p>❶ 3 fascia signs on the east and west elevations</p> <p>2 fascia signs on the south elevation.</p>	1 Fascia Sign Permitted Per Building Frontage
Signage Above the roof of a building	❷ Illuminated Signage Proposed for an Architectural Feature above the roofline	Not permitted.
Sign Area	<p>❸ 8.34m² East and West Elevations</p> <p>5.5m² South Elevation</p>	3.0m ²

❶Note: To vary the maximum number of fascia signs per building frontage in the C2-Neighbourhood Commercial zone from the 1 allowed, to the 3 proposed on both the east and west elevations.

②Note: To vary Section 3.1.5 of Sign Bylaw No. 8235, to allow signage on an architectural feature above the roof of the building.

③ Note: To Vary the maximum permitted sign area from 3.0m^2 to 8.34m^2 on the east and west elevations and from 3.0m^2 to 5.5m^2 on the south elevation.

Site Context

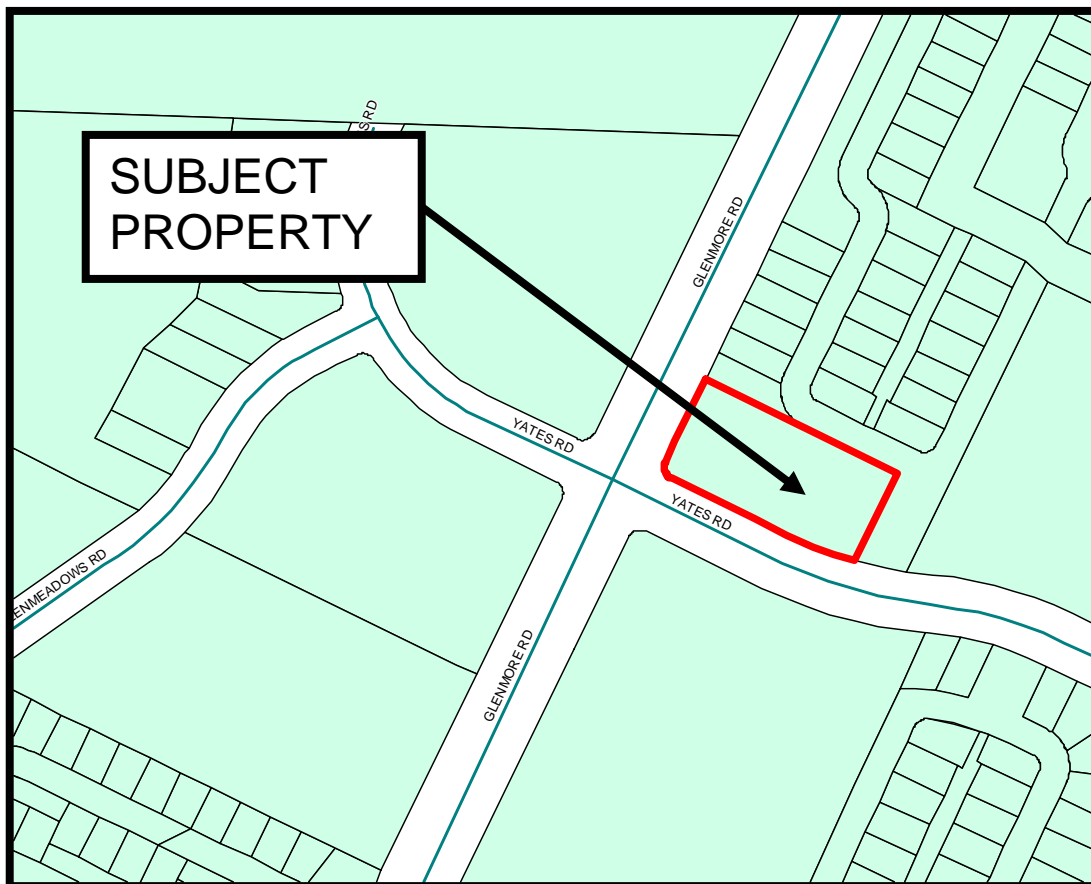
The subject property is located on the northeast corner of Yates Road at Glenmore Road.

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

Site Map

Subject Property: 532-538 Yates Road



4.0 TECHNICAL COMMENTS

No pertinent technical comments were received.

5.0 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 the proposed signage will impact negatively upon the existing streetscape as well as the neighboring development to the north as the illuminated sign on the roof will be visible from several units given the proposed height. Staff recommends that the applicant revisit the proposed design of the sign in order to reduce the height, number, and size of signs to better reflect the regulations of the Sign Bylaw. Should Council choose to support the proposed signage variances, staff has provided an alternate recommendation below.

6.0 ALTERNATE RECOMMENDATION

THAT Council authorize the issuance of Development Variance Permit No. DVP05-0113; 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:

Vary the maximum number of fascia signs per building frontage in the C2-Neighbourhood Commercial zone from the 1 allowed, to the 3 proposed on both the east and west elevations.

Vary Section 3.1.5 of Sign Bylaw No. 8235, to allow signage on an architectural feature above the roof of the building.

Vary the maximum permitted sign area from 3.0m² to 8.34m² on the east and west elevations and from 3.0m² to 5.5m² on the south elevation.

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
- Signage Plan