
CITY OF KELOWNA
MEMORANDUM

DATE: January 24, 2007
FILE NO.: DVP06-0177

TO: City Manager

FROM: Planning & Development Services Department

DEVELOPMENT VARIANCE PERMIT
APPLICATION NO. DVP06-0177

OWNER: ORCHARD PARK
SHOPPING CENTRE
HOLDINGS INC.,
McINTOSH PROPERTIES
LTD.

AT: 2271 HARVEY AVE.

APPLICANT: COHOS-EVAMY
(Susan Carter)

PURPOSE: TO VARY THE CITY OF KELOWNA SIGN BYLAW TO
AUTHORIZE A TOTAL OF 7 SIGNS, WHERE ONLY 2 SIGNS
ARE PERMITTED FOR SPORT CHEK, AND TO VARY THE
MAXIMUM PERMITTED AREA OF SIGNS TO 1.01 M² PER
LINEAL METRE OF BUILDING FRONTAGE.

EXISTING ZONE: C6 – REGIONAL COMMERCIAL

REPORT PREPARED BY: PAUL McVEY

1.0 RECOMMENDATION

THAT Municipal Council authorize the issuance of Development Variance Permit No. DVP06-0177; Cohos Evamy; Lot 2, DL 127, O.D.Y.D., Plan 32650, Exc. Plan KAP47935, Lot 1, DL 127 & 4646, O.D.Y.D., Plan KAP47934, Lot 1, DL 127, O.D.Y.D., Plan KAP53260, Exc. Plan KAP56123, located on Harvey Avenue, Kelowna, B.C.;

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

Section 6 – Specific Zone Regulations;

Vary the maximum number of Fascia signs permitted from 2 per business permitted to 7 signs proposed,

Vary the maximum total area permitted for Fascia signs from 0.8 m² per lineal m of building frontage to 1.01 m² per lineal m of building frontage to a maximum of 20% of the wall it is attached to.

2.0 SUMMARY

The applicant is seeking a variance to the City of Kelowna Sign Bylaw to authorize a total of 7 signs, where the bylaw limits the maximum number of signs to 2 signs per business frontage, and to vary the maximum permitted area of signs from 0.8 m² sign area per lineal metre of building frontage to 1.01 m² per lineal metre of building frontage for the new "Sport Chek" location proposed.

2.1 Advisory Planning Commission

The above noted application (DVP06-0177) was reviewed by the Advisory Planning Commission at the meeting of October 10, 2006 and the following recommendation was passed:

THAT the Advisory Planning Commission supports Development Variance Permit Application No. DVP06-0177, for 2271 Harvey Avenue, Lot 2, Plan 32650, Lot 1, Plan 47934, Lot 1, Plan 53260, Sec. 21, Twp. 26, ODYD, by Cohos Evamy (S. Carter), to obtain a Development Variance Permit to vary the Sign Bylaw to permit a total of 7 signs where the Bylaw permits 2 signs.

3.0 BACKGROUND

In January of 2006, Cohos Evamy made application for the renovations and expansion of the former Walmart location at Orchard Park Mall. A major component of that application was the refinishing of that portion of the exterior of the mall to the latest exterior colour scheme, and the creation of a new mall entrance. That Development Permit application was signed off and issued by the Director of Planning and Development Services as set out in the Development Application Procedures bylaw. The mall expansion project was completed in November 2006.

3.1 The Proposal

Sport Chek has recently completed tenant improvements within the new addition to Orchard Park mall to construct their new retail location. Associated with these tenant improvements is a program of exterior signage to identify the space.

The sign permit application for Sport Chek proposed a fascia sign over the entrance doors, and six "poster box" signs located on either side of the entrance doors. This sign program proposes a total of seven signs, where the bylaw limits the number of signs to "two signs per business frontage".

The tenant frontage is a total of 60 m, which allows for a total of 48 m² sign area. The total wall area of the business frontage is 420 m² and 20% of that wall area is 84 m². The proposed fascia sign over the entrance is 8.37 m² in area, and the "swoop" is 5.85 m². Each of the poster boxes is 7.69 m². This adds up to a total of 60.36 m² in sign area. In addition to a variance to the maximum number of signs permitted, there is also a variance to the permitted sign area from 0.8 m² per lineal metre of building frontage permitted to 1.01 m² per lineal metre of building frontage proposed

The proposal as compared to the C6 zone Sign Bylaw requirements is as follows:

CRITERIA	PROPOSAL	C6 ZONE REQUIREMENTS
Number of signs	7 signs	2 per business frontage
Area of Signs	1.01 m ² per lineal metre of building frontage	maximum total area is 0.8 m ² per lineal metre of building frontage to a maximum of 20% of the wall it is attached to.

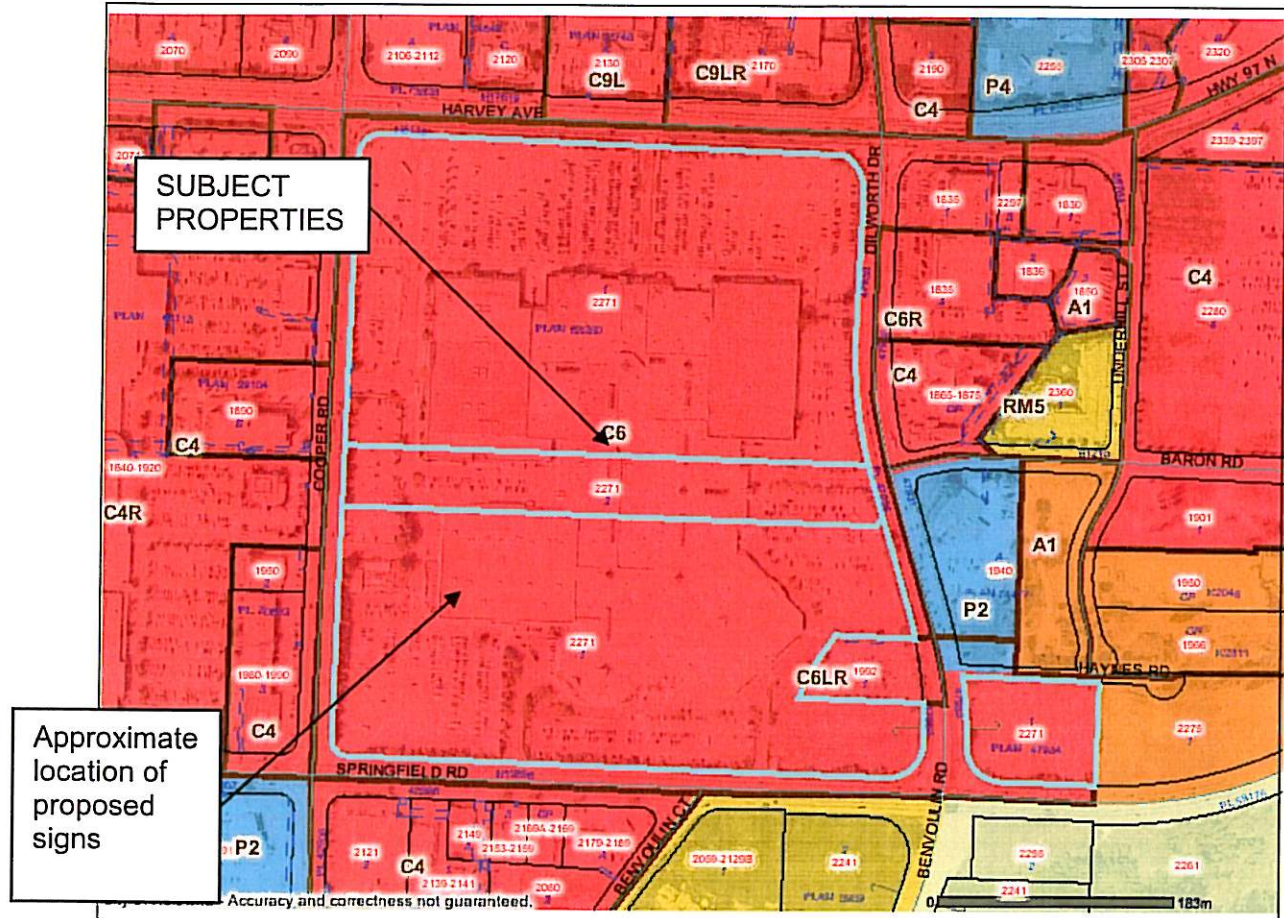
3.2 Site Context

The Orchard Park Shopping Centre is surrounded by major roads, and has direct access from Harvey Avenue (Highway 97). The most recent development application for the shopping centre was dealt the redevelopment of the former Walmart site, located in the south east corner of the shopping centre. The associated Development Permit DP06-0019 was issued in May, 2006.

Adjacent zones and uses are, to the:

- North - C9 – Tourist Commercial / Harvey Ave. – Hotel uses
C4 – Urban Centre Commercial – financial uses
- East - C4 – Urban Centre Commercial / Dilworth Rd. – Mixed Use commercial
C6 – Regional Commercial – Shopping Centre
P2 – Minor Institutional and Education – School Board Offices
- South - C4 – Urban Centre Commercial / Springfield Rd. – retail uses
A1 – Agriculture 1 – vacant
- West - C4 – Urban Centre Commercial / Cooper Rd.- retail uses

SUBJECT PROPERTY MAP



3.3 Current Development Policy

3.3.1 Kelowna Official Community Plan

The Kelowna Official Community Plan designates the future land use of the subject property as "Commercial".

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 Department

The number of signs and the sizes well exceed the allowances permitted by the City of Kelowna Sign Bylaw

4.2 Works and Utilities Department

The requested Sign Bylaw Development Variance application does not compromise Works and Utilities servicing requirements.

5.0 PLANNING AND DEVELOPMENT SERVICES DEPARTMENT COMMENTS

The variances to the sign bylaw to authorize the proposed sign layout are supportable given the unique size and location of the proposed signs, and the status of Orchard Park Shopping Centre as a Regional Shopping Centre. The proposed location of the signs are approximately 80 m from both the Springfield Road and Cooper Road frontages. The signage as proposed serves to create additional visual interest on what is a long flat wall surface.

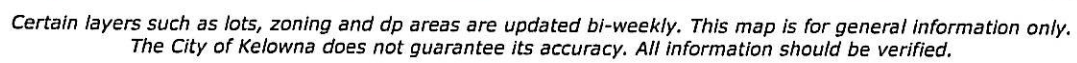

Shelley Gambacort
Acting Manager of Development Services

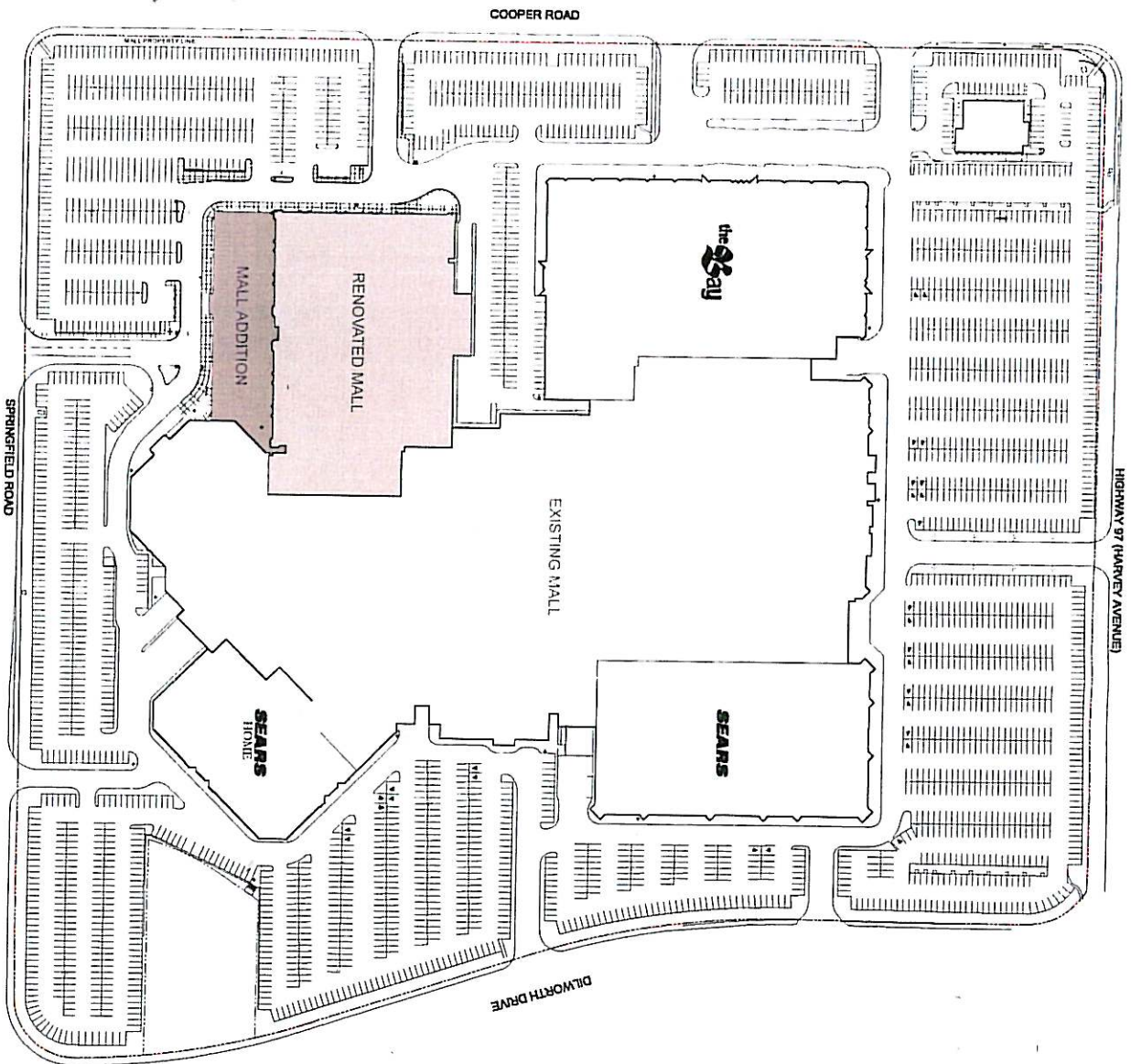
Approved for inclusion



Mary Pynenburg, MRAIC MCIP
Director of Planning & Development Services

PMc/pmc
Attach.



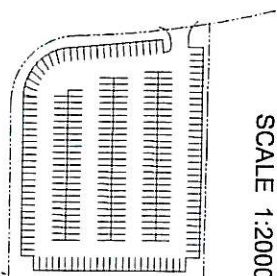


ORCHARD PARK MALL SPORT CHEK SIGN VARIANCE PERMIT

MUNICIPAL ADDRESS:
SPORT CHEK - UNIT 1410
ORCHARD PARK MALL
2271 HARVEY AVENUE
KELOWNA, B.C.
V1Y 6H2



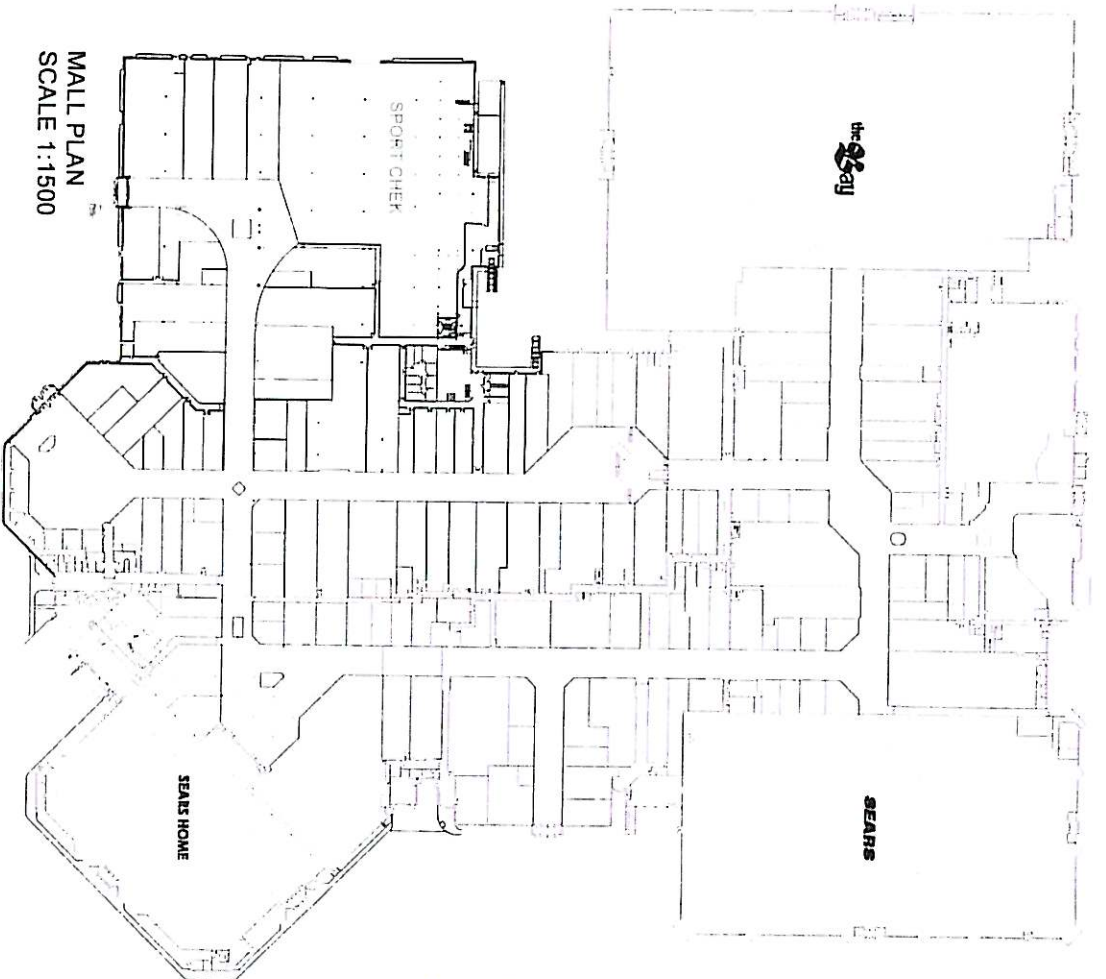
SITE PLAN
SCALE 1:2000



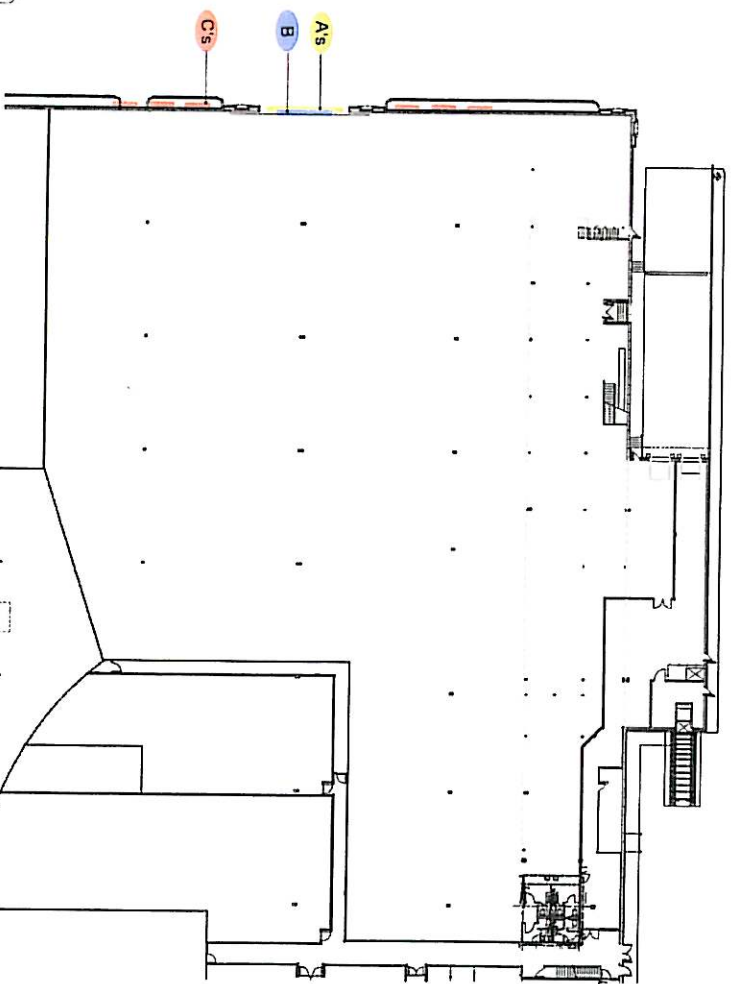
COHOS EVAMY
i n t e g r a t e d d e s i g n



ORCHARD PARK



MALL PLAN
SCALE 1:1500



SPORT CHEK PLAN
SCALE 1:500



NORTH

ORCHARD PARK



oxford

COHOS EVAMY
integrated design

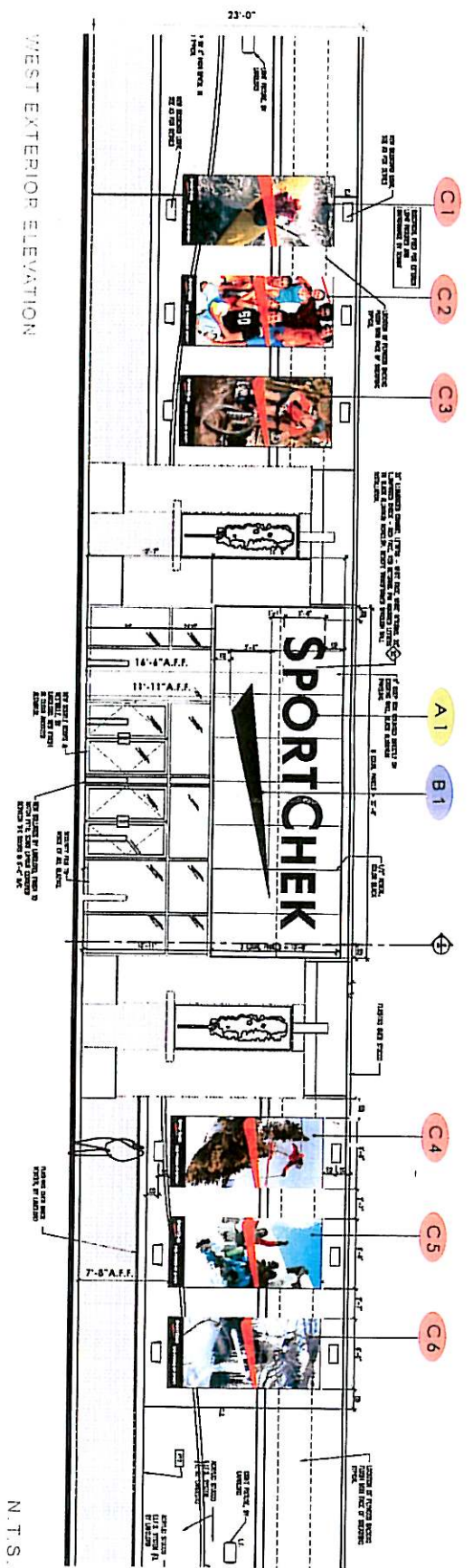
ITEM #	DESCRIPTION	SIGN AREA	COPY AREA
A1	Internally illuminated Individual channel letters	8.37 SM / 90.13 SF	8.37 SM / 90.13 SF
B1	Internally illuminated Individual sign box	5.85 SM / 63.00 SF	5.85 SM / 63.00 SF
C1	Internally illuminated poster box	7.69 SM / 82.81 SF	7.25 SM / 78.00 SF
C2	Internally illuminated poster box	7.69 SM / 82.81 SF	7.25 SM / 78.00 SF
C3	Internally illuminated poster box	7.69 SM / 82.81 SF	7.25 SM / 78.00 SF
C4	Internally illuminated poster box	7.69 SM / 82.81 SF	7.25 SM / 78.00 SF
C5	Internally illuminated poster box	7.69 SM / 82.81 SF	7.25 SM / 78.00 SF
C6	Internally illuminated poster box	7.69 SM / 82.81 SF	7.25 SM / 78.00 SF
TOTAL AREA:		60.36 SM / 650.00 SF	59.22 SM / 621.13 SF

ORCHARD PARK

COHOS EVAMY
Integrated Design



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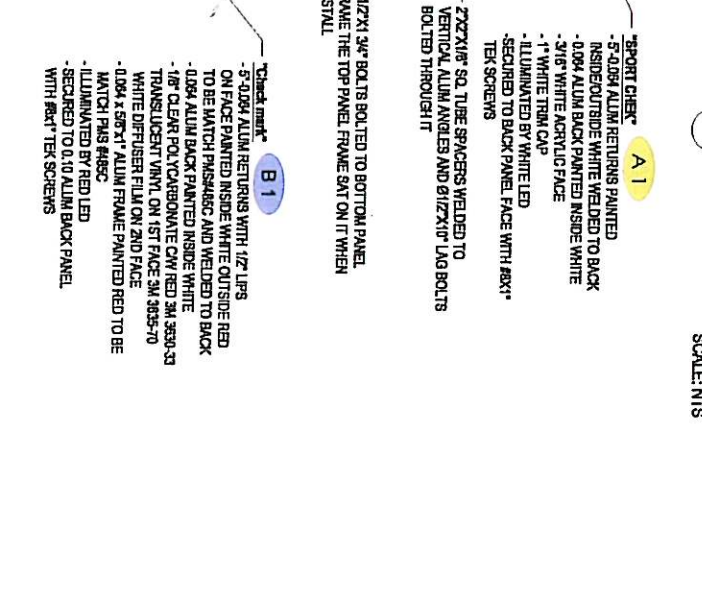
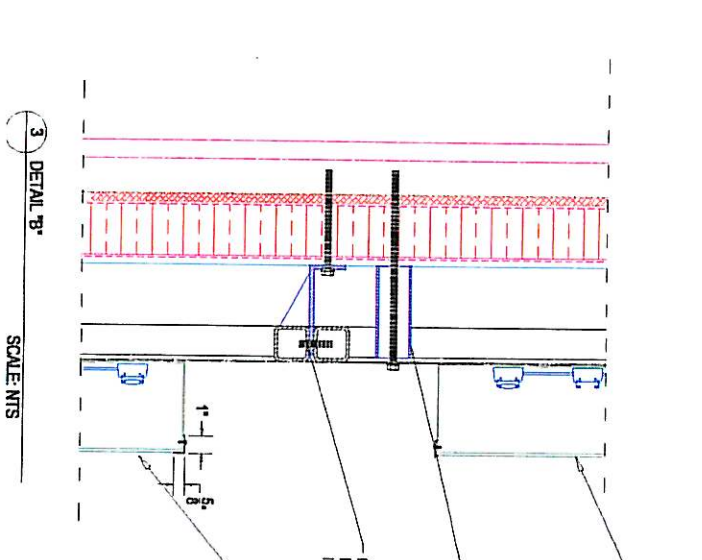
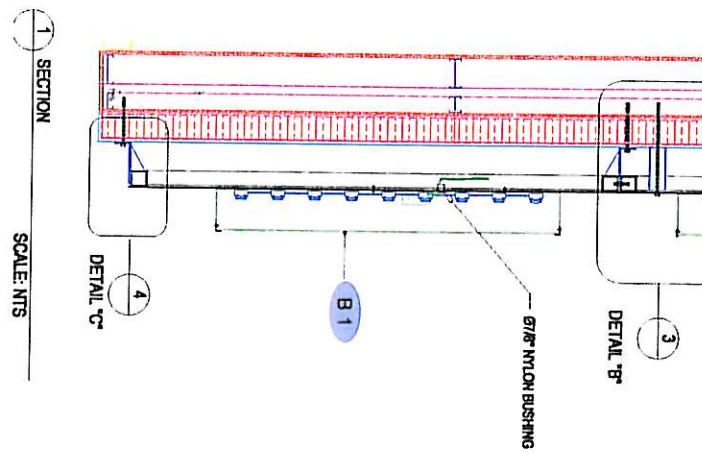
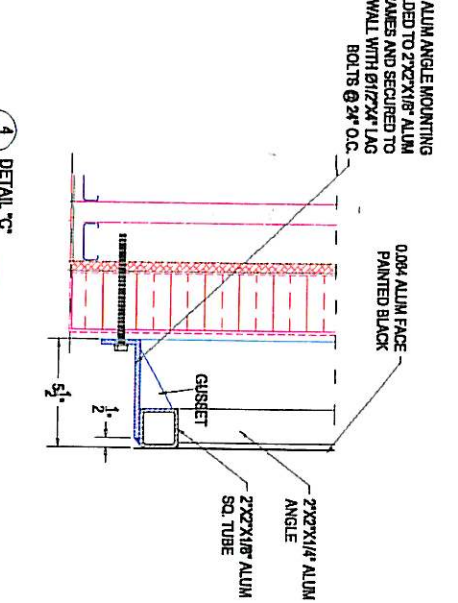
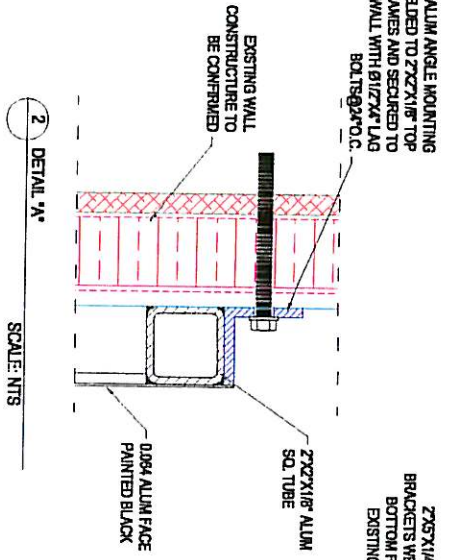
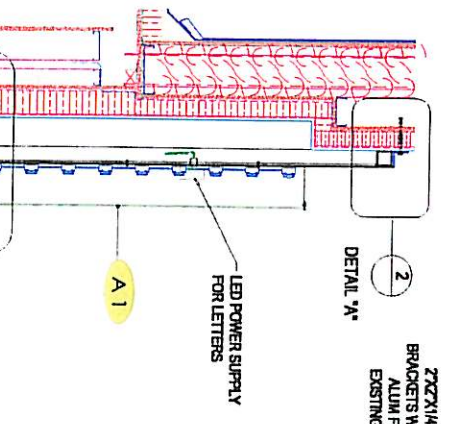
EXAMPLE OF GRAPHICS IN POSTER BOX SIGNS C1-6

ORCHARD PARK



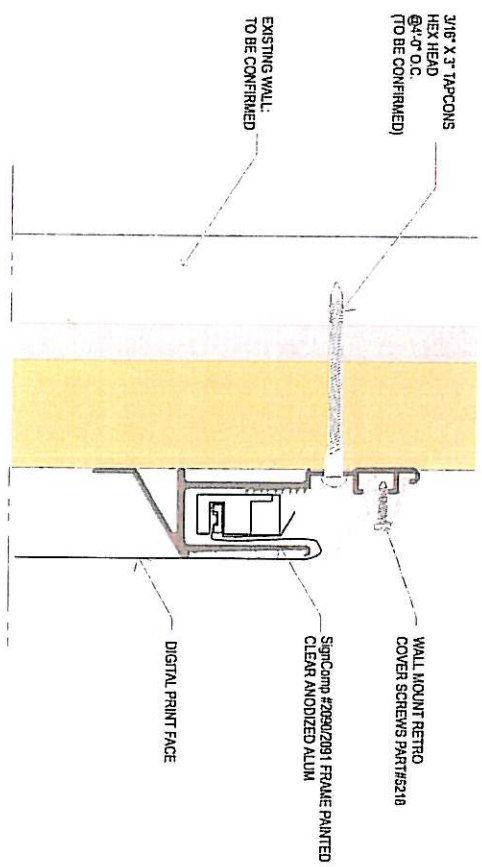
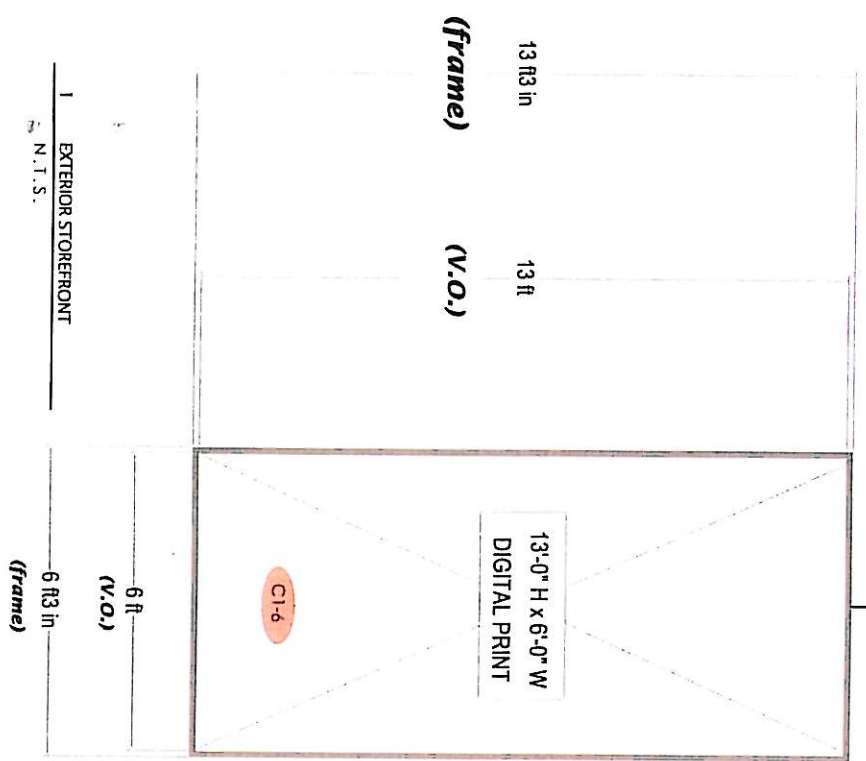
oxford

COHOS EVAMY
i n t e g r a t e d d e s i g n



ORCHARD PARK





2 SECTION CI-6 N.T.S.

ORCHARD PARK



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