
CITY OF KELOWNA
MEMORANDUM

DATE: January 24, 2007
FILE NO.: DVP06-0179

TO: City Manager

FROM: Planning & Development Services Department

DEVELOPMENT VARIANCE PERMIT
APPLICATION NO. DVP06-0179

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 11 SIGNS, WHERE ONLY 2 SIGNS
ARE PERMITTED FOR TOMMY HILFIGER

EXISTING ZONE: C6 – REGIONAL COMMERCIAL

REPORT PREPARED BY: PAUL McVEY

1.0 RECOMMENDATION

THAT Municipal Council authorize the issuance of Development Variance Permit No. DVP06-0179; 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 11 signs proposed,

2.0 SUMMARY

The applicant is seeking a variance to the City of Kelowna Sign Bylaw to authorize a total of 11 signs, where the bylaw limits the maximum number of signs to 2 signs per business frontage for the new "Tommy Hilfiger" location.

2.1 Advisory Planning Commission

The above noted application (DVP06-0179) 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. DVP06-0179, 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 6 signs to the west elevation and to permit a total of 11 signs to the south elevation where the Bylaw permits 2 signs per elevation.

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

Tommy Hilfiger 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 Tommy Hilfiger proposes a fascia sign over the glazed store front windows, three "poster box" signs and three awnings with corporate logos located on the west elevation, three "poster box" signs and three awnings with corporate logos located on the south elevation, and 4 banners mounted perpendicular to the wall located on the south elevation. This sign program proposes a total of eleven signs, where the bylaw limits the number of signs to "two signs per business frontage".

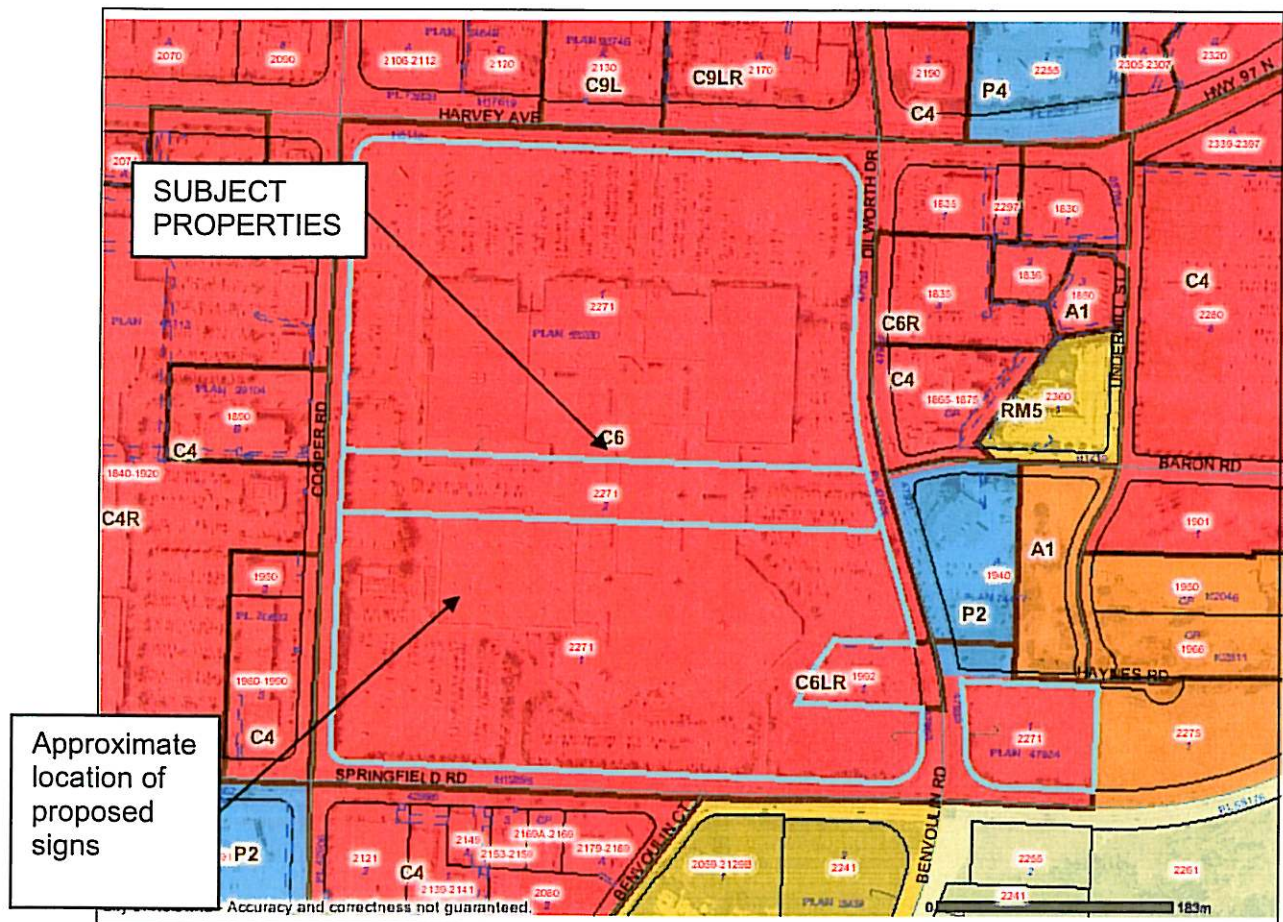
The tenant frontage is a total of 37 m. for the south frontage and 18.2 m. for the west frontage. The total frontage of 55.2 m. allows for a total of 44 m² in sign area. The total wall area of the business frontage is 387 m² and 20% of that wall area is 77.4 m². The proposed fascia sign and corporate logo over the store front area is 2.29 m² in area. Each of the poster boxes is 3.25 m². As well, there are also four projecting banners of 0.65 m² each. This adds up to a total of 24.39 m² in sign area. This sign area equates to 0.44 m² per lineal metre of building frontage, which is less than the maximum of 0.8 m² per lineal metre of building frontage permitted in the sign bylaw.

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

CRITERIA	PROPOSAL	C6 ZONE REQUIREMENTS
Number of signs	11 signs	2 per business frontage
Area of Signs	0.44 m ² per lineal metre of building frontage = 24.39 m ² 6% of wall area	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

SUBJECT PROPERTY MAP



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

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.

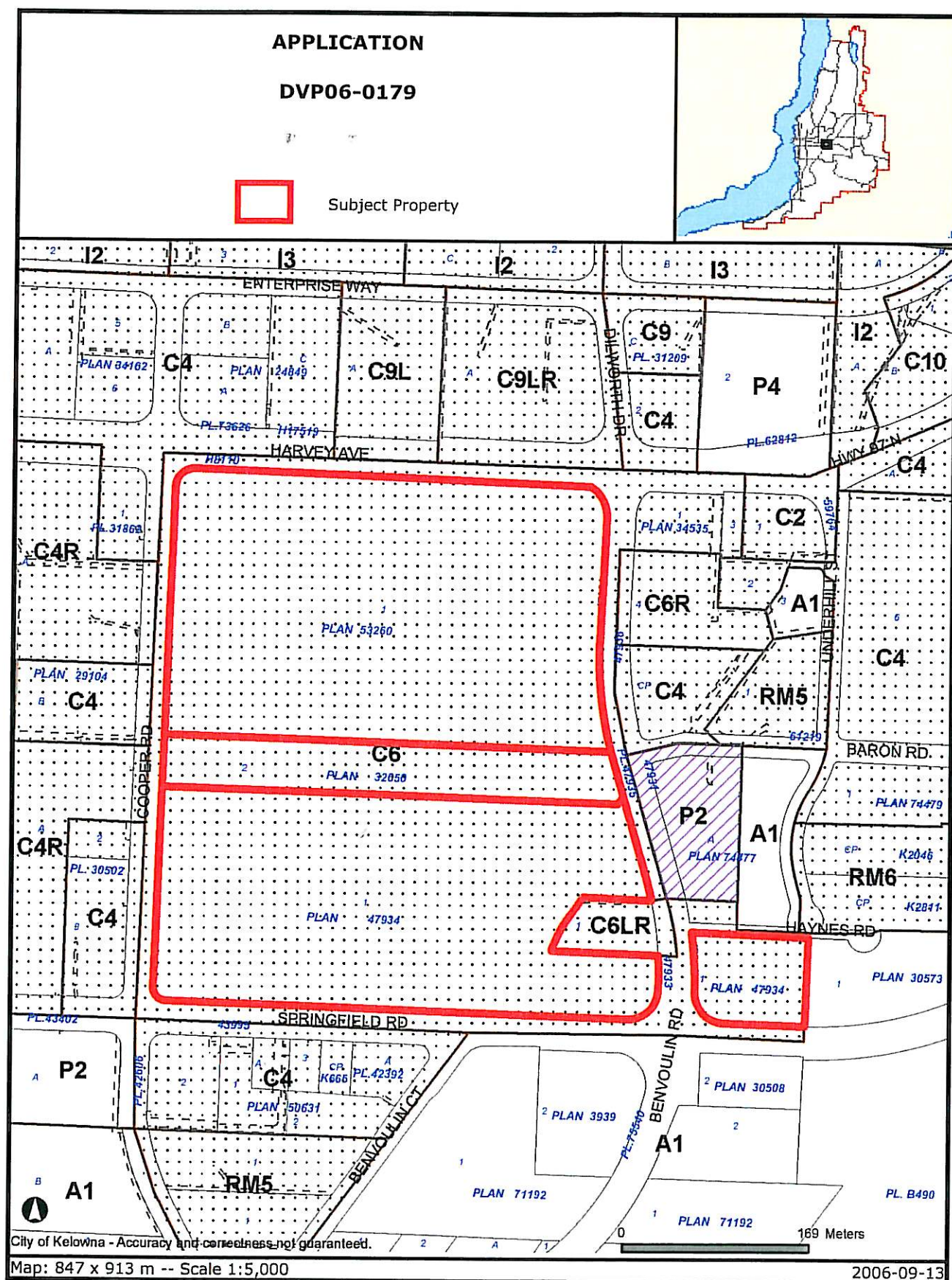

Shelley Gambacort
Acting Manager of Development Services

Approved for inclusion

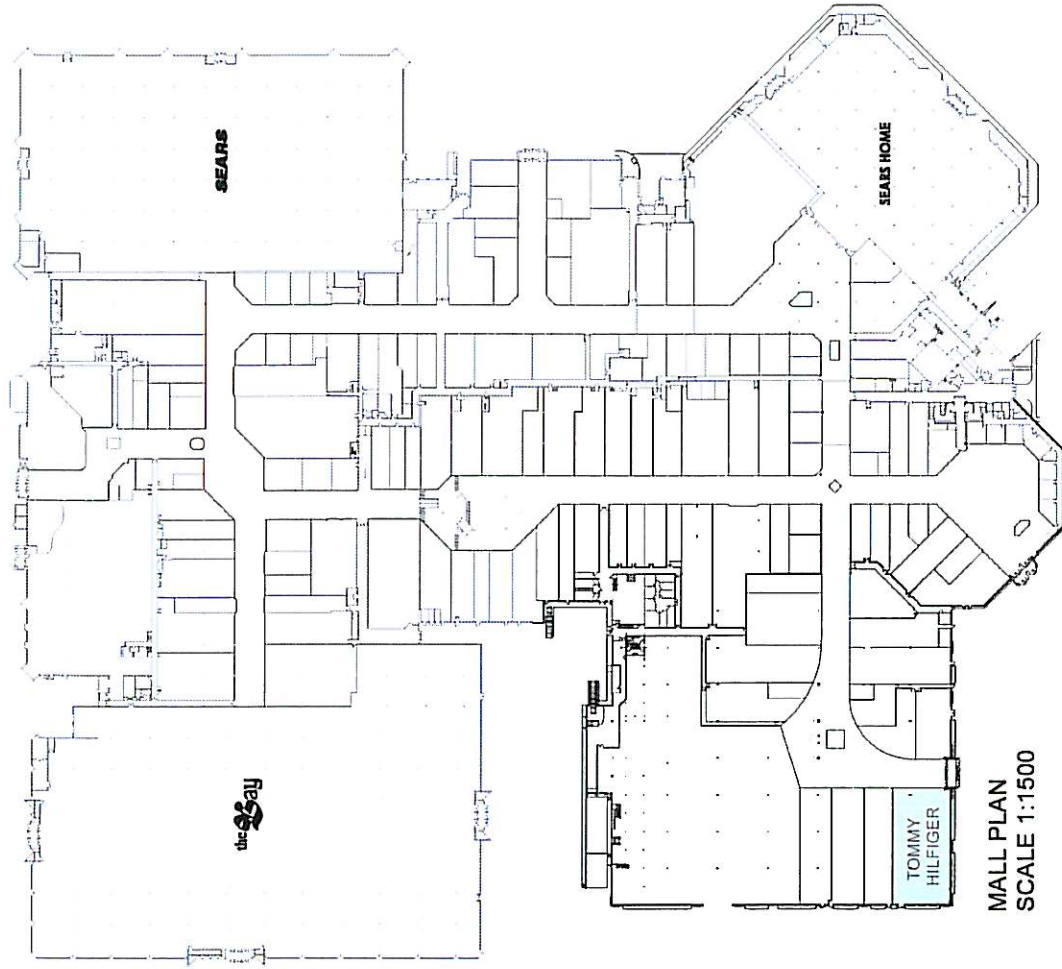


Mary Pynenburg, MRAIC MCIP
Director of Planning & Development Services

PMc/pmc
Attach.



Certain layers such as lots, zoning and dp areas are updated bi-weekly. This map is for general information only.
The City of Kelowna does not guarantee its accuracy. All information should be verified.



MALL PLAN
SCALE 1:1500



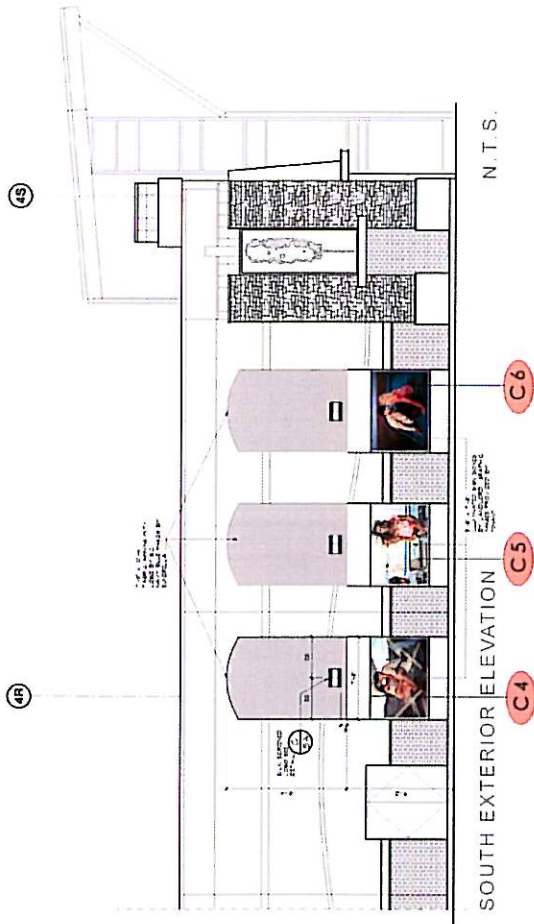
TOMMY HILFIGER PLAN
SCALE 1:300

ORCHARD PARK

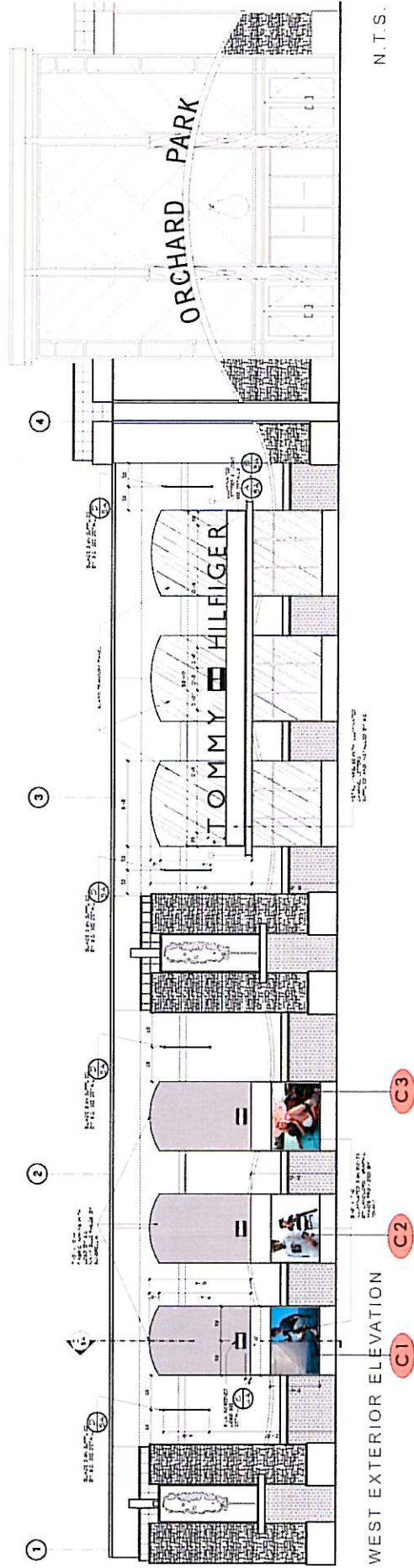
OVERALL MALL PLAN & TOMMY HILFIGER PLAN



COHOS EVAMY
integrated design



EXAMPLE OF GRAPHICS IN POSTER BOX SIGNS C1-6

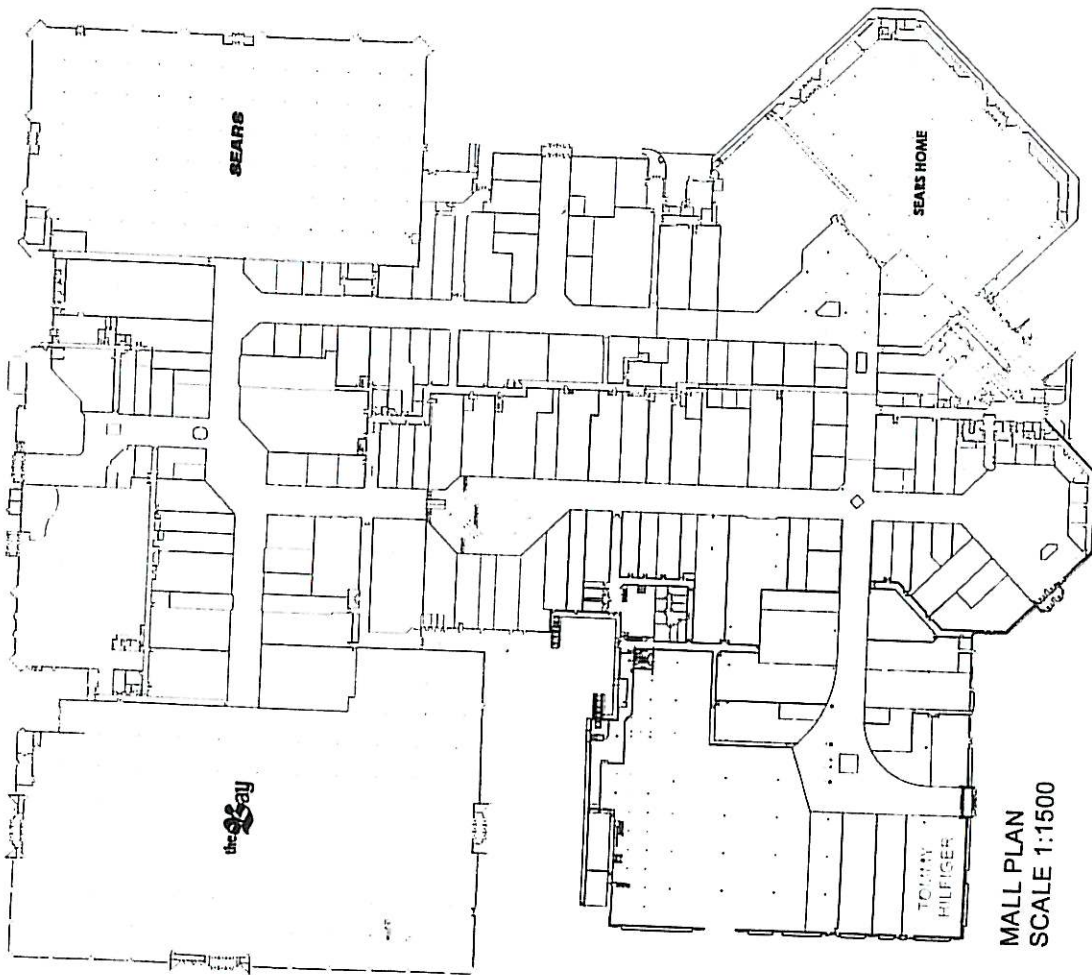


ORCHARD PARK

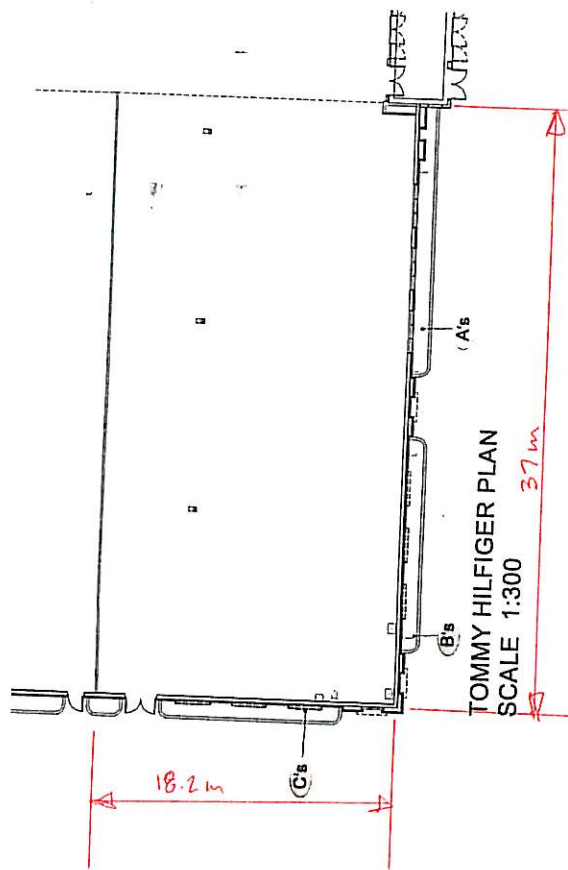
TOMMY HILFIGER POSTER BOX EXAMPLES



COHOS EVAMY
integrated design



MALL PLAN
SCALE 1:1500



TOMMY HILFINGER PLAN
SCALE 1:300



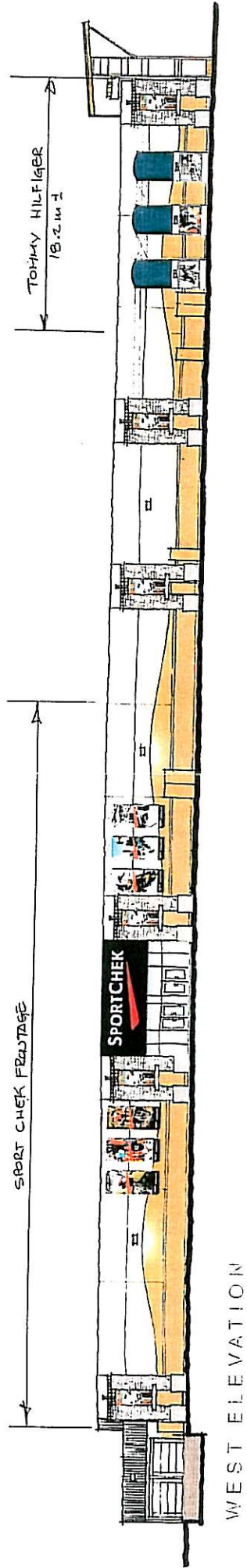
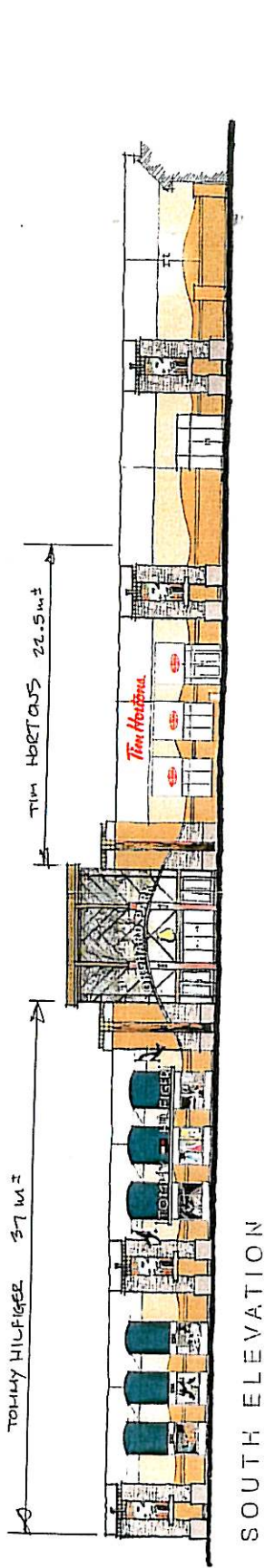
NORTH

ORCHARD PARK



oxford

COHOS EVAMY
integrated design



ORCHARD PARK

CONCEPTUAL ELEVATIONS

COHOS EVAMY

integrated design

ARCHITECTS



oxford