
CITY OF KELOWNA

MEMORANDUM

DATE: April 25, 2007

TO: City Manager

FROM: Planning and Development Services Department

APPLICATION NO. DVP07-0023

OWNER: LEGUM MANAGEMENT

AT: 1665 ELLIS STREET

APPLICANT: STROMA SIGN GROUP INC.

PURPOSE: TO SEEK A DEVELOPMENT VARIANCE PERMIT TO PERMIT THE INSTALLATION OF FASCIA SIGNS HIGHER ON A BUILDING THAN 1.0 M ABOVE SECOND STOREY

EXISTING ZONE: C7 – CENTRAL BUSINESS COMMERCIAL

REPORT PREPARED BY: PAUL McVEY

1.0 RECOMMENDATION

THAT Development Variance Permit No. DVP07-0023, as outlined in the report dated April 17, 2007 from the Planning & Development Services Department on lands described as Lot A, DL 139, O.D.Y.D., Plan KAP75786, located on Ellis Street, Kelowna, B.C., not be approved by the Municipal Council;

2.0 SUMMARY

The applicant is proposing the installation of three fascia signs on the fourth storey roof level of the existing building located on the subject property. This variance is required as the section 5.5.3 of the City of Kelowna Sign Bylaw No. 8235 states that "A fascia sign may only be located more than 1.0 m above the second story provided that:

- (a) the sign consists only of a logo, the name of a building, the street address, or a particular tenant;
- (b) the sign, in the form of individual letters, symbols or logos is directly attached to or inscribed on the building face; and
- (c) there are no more than one sign per building face and no more than 4 per building provided all signs are identical and identify the same business."

In this case, the proposed signs are designed as rectangular sign panels with individually lit letters on a black background. The proposed signs for the east and west building faces also include a time and temperature display section.

This variance has been triggered as the signs do not comply with all of the requirements of section 5.5.3 of the sign bylaw.

2.1 Advisory Planning Commission

The above noted application (DVP07-0023) was reviewed by the Advisory Planning Commission at the meeting of February 27, 2007 and the following recommendation was passed:

THAT the Advisory Planning Commission supports Development Variance Permit Application No. DVP07-0023, for 1665 Ellis Street, Lot A, Plan 75786, Sec. 24, Twp. 25, ODYD, by Stroma Sign Group Inc. (P. Martin), to obtain a Development Variance Permit to vary the Sign Bylaw to allow for fascia signs to be installed on the fourth storey.

2.2 Site Context

The subject property is located on the south east corner of the intersection of Ellis Street and Leon Avenue. There had been a recently completed building program which added a fifth floor to the previously existing four storey building. There had been a Development Variance Permit (DVP03-0016) approved to authorize signs for the Royal Bank.

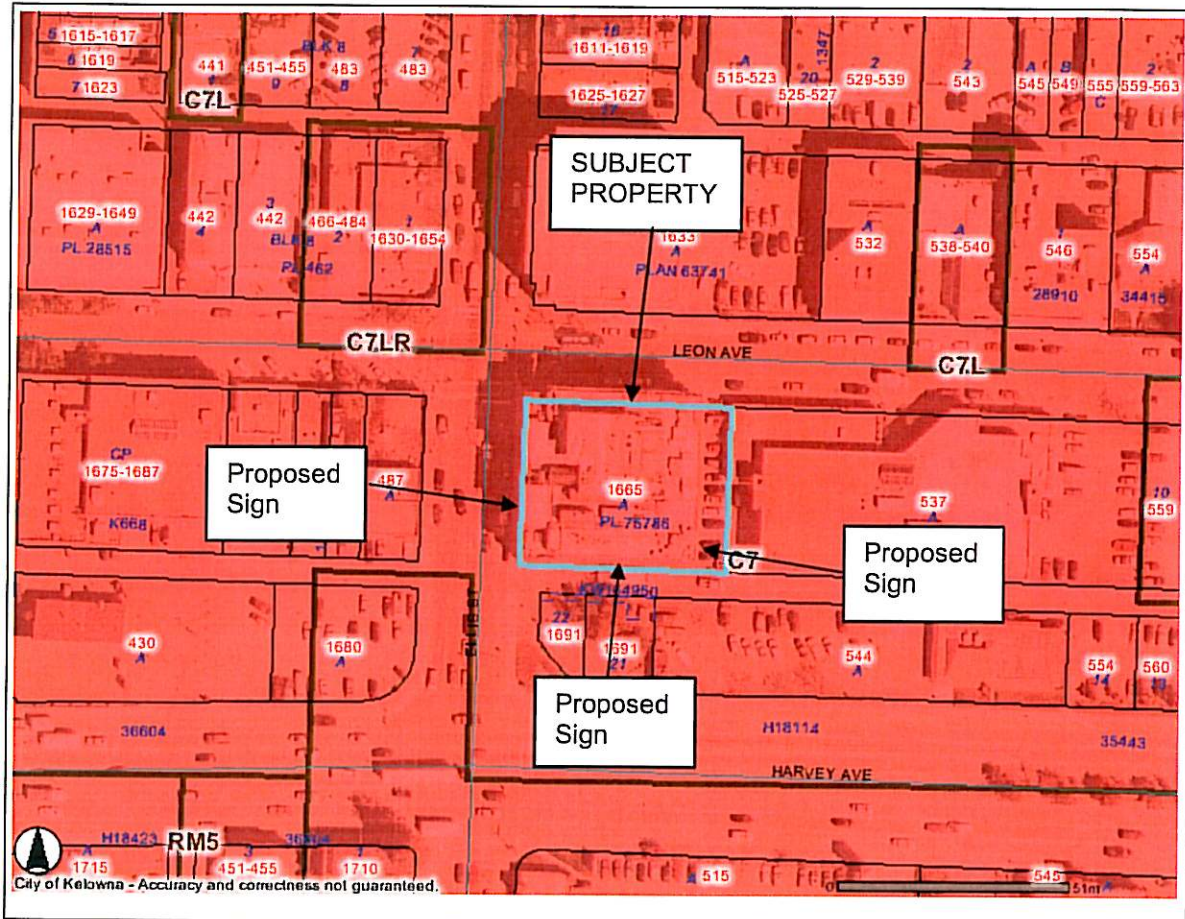
Adjacent zones and uses are:

North - C7 – Central Business District
East - C7 – Central Business District
South - C7 – Central Business District
West - C7 – Central Business District

Sign Bylaw requirements for C7 zone; permits 2 signs per business frontage, to a maximum area of 0.8 m² per lineal metre of building frontage, to a maximum of 20% of wall

Sign 1, area = 8.9m² wall length = 36 m x 0.8 = 28.8m² permitted
Sign 2, area = 6.7m² wall length = 39 m x 0.8 = 31.2m² permitted
Sign 3, area = 8.9m² wall length = 36 m x 0.8 = 28.8m² permitted

SUBJECT PROPERTY MAP



3.0 TECHNICAL COMMENTS

3.1 Inspection Services

Proposed signage does not meet requirements of City of Kelowna Sign Bylaw 8235.

3.2 Works and Utilities

The requested sign variance does not compromise Works and Utilities servicing requirements.

3.3 Fire Department

No Comment

4.0 PLANNING AND DEVELOPMENT SERVICES DEPARTMENT

The Planning and Development Services Department does not support variances to the sign bylaw. It is suggested that the existing signage offers sufficient identity to the building and as shown by the attached photo, is easily visible from both Harvey Avenue and Ellis Street, which are the main transportation routes which provide access to this building.

Furthermore, the form of signage proposed is not consistent with the Kelowna Downtown Plan, nor the Central Business Commercial design guidelines, which states; "All signage should principally be pedestrian-oriented. This means that the size of signs should be within the first 3.7 m (approximately 12 feet) of grade and that the font size and sign location should be oriented to persons at street level. Signs should be legible, placed in a location free of obstructions, and be visible from the sidewalk".

5.0 ALTERNATE RECOMMENDATION

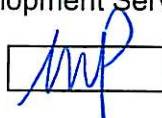
Should City Council support this application for a Development Variance Permit, the following recommendation is offered for consideration:

THAT Municipal Council authorize the issuance of Development Variance Permit No. DVP07-0023; Stroma Sign Group Inc.; Lot A, DL 139, O.D.Y.D., Plan KAP75786, located on Ellis Street, Kelowna, B.C.;

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

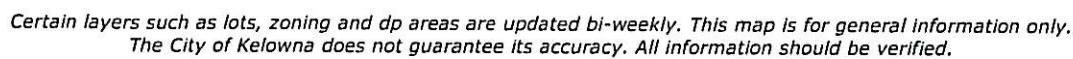
Section 5.5.3 be varied to allow 3 fascia signs to be located greater than 1.0 m above the second storey, on the fourth storey of the existing building, in general accordance with Schedule "A"


Shelley Gambacort
Acting Manager of Development Services



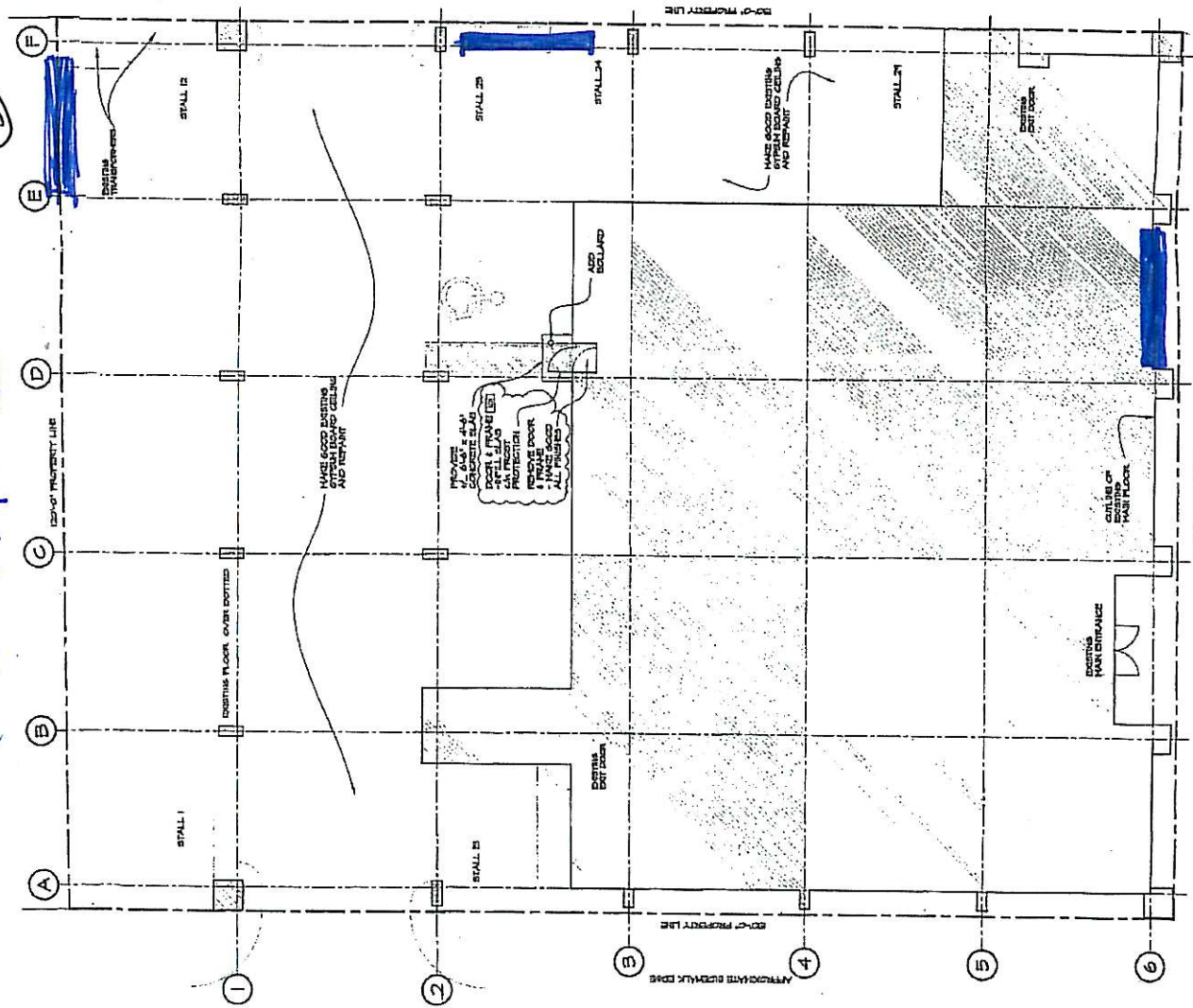
Mary Pynenburg
Director of Planning & Development Services

MP/SG/PMcV



BACK LANE

3



LANE
t6 hmy

2

BUILDING CODE:

BUILDING CLASSIFICATION - GROUP D UP TO 6 STORIES
 EXISTING AREA - 8750 SF (44 FT x 195 FT)
 CONSTRUCTION - NON-COMBUSTIBLE UNPUNCTURED
 STORIES - FIVE
 STREETS - MAIN THREE STORIES
 APPLICABLE CODE CLAUSES - 5-2.2.2.2 GROUP D UP TO 6 STORIES

SITE PLAN

SCALE: 1/8" = 1'-0"

LEGAL DESCRIPTION:

BLOCK 1, PLAN 270,
 BEING PART OF LOT 10,
 PLAT NO. 140,
 US A PLAT MAP CORP.

CITY AND COUNTY OF
 SAN FRANCISCO
 COUNTY OF SAN FRANCISCO

NOTE:
 THE SHADING SHALL BE PLACED
 ON PROPERTY ADJACENT STREET
 US A PLAT MAP CORP.



NO.	DATE	REVISION
1	10/1/00	ADDITIONAL ADDRESS ADDED, ISSUED FOR CONSTRUCTION
2	10/1/00	AREA ADDED, ISSUED FOR TENDER

ELLIS STREET

LEON AVENUE

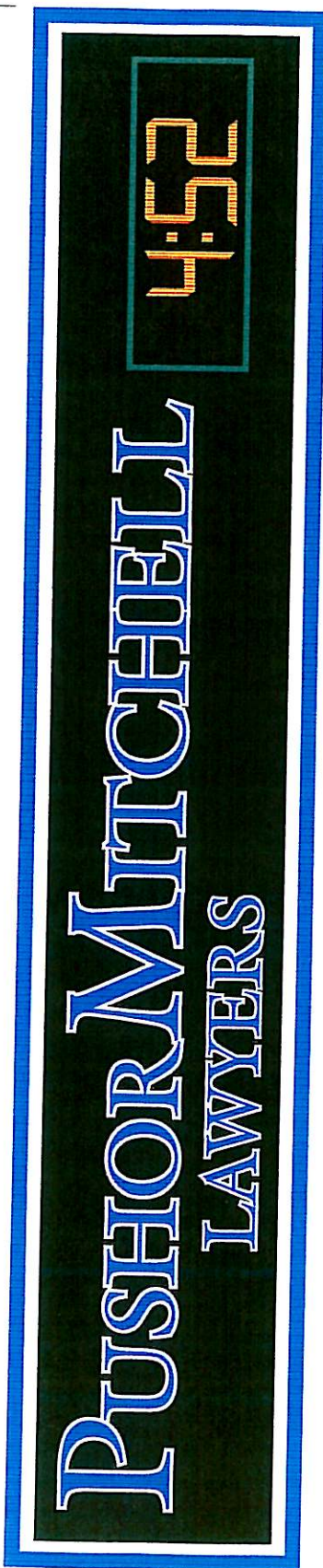
OWNER

DESIGNER

SITE PLAN

DEAN CRAWFORD ARCHITECT INC.
 1111 MARKET STREET, SUITE 200
 SAN FRANCISCO, CA 94102
 TEL: 415.398.1111
 FAX: 415.398.1112

24 feet
7.3m



Signage for East and West Elevations

SIGN ① & ③
AREA = 8.2m²

- 1/4 inch black aluminum backer applied flat to wall
- Blue reverse (halo lit) Gemini Letters pinned off of aluminum backer
- Blue led's for halo lighting
- 18in. x 50 in x 3 in deep Time Temp GPS display mounted to aluminum backer

4 ft
1.2m

18 feet
5.4m



- Same requirements as above sign, NO Time / Temp display

SIGN ②
AREA = 6.7m²

Signage for South Elevation

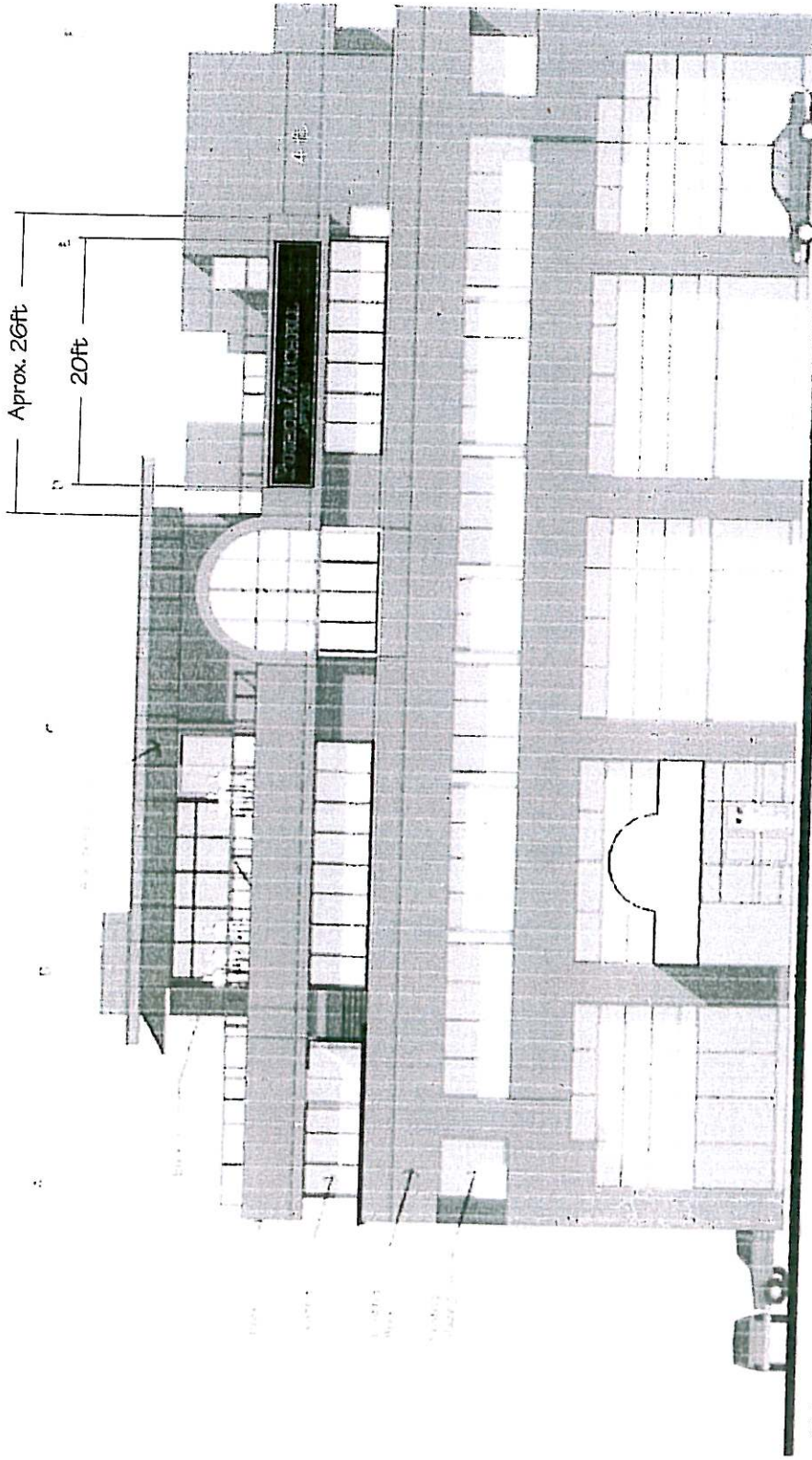
Notes for Job / Production

Job #:	Pushor Mitchell Lawyers	Revisions	#	By
Customer:	Pushor Mitchell / Marlon Bomford	-----	1	
Job Name:	Pushor Mitchell Building	-----	2	
Drawn By:	Derek Reimer	-----	3	
Checked By:	-----	-----	4	

StromaSigns.com

Phone (250) 860-0038
Fax (250) 860-1009
Email info@stromasigns.com

2009-B Enterprise Way, Kelowna B.C.-Canada, V1Y 8G6



West Elevation

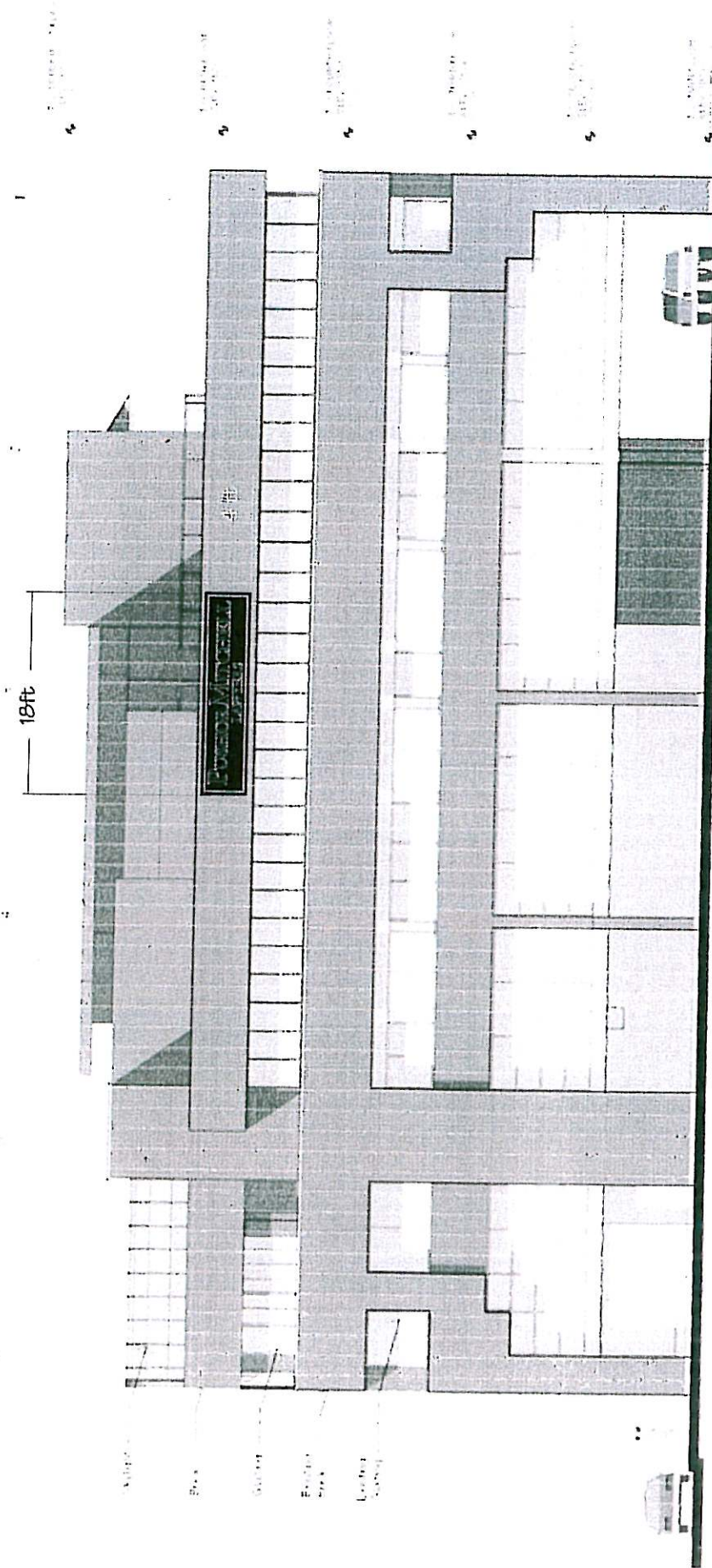
ELLIS STREET

SIGN AREA = 8.9 m²
 WALL LENGTH 36m
 x 0.8 = 28.8 m²
 SIGN ①
 PERMITTED

SCHEDULE "A" 143

Notes for Job / Production		Revisions		#	By
Job #: Pushor Mitchell Lawyers		1		1	
Customer: Pushor Mitchell / Marlon Bomford		2		2	
Job Name: Pushor Mitchell Building		3		3	
Drawn By: Derek Reimer		4		4	
Checked By:					

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 2009-B Enterprise Way, Kelowna B.C. - Canada, V1Y 8G6



South Elevation

HARVEY AVENUE

SIGN AREA = $6.7 m^2$
 WALL LENGTH 30m
 X 0.8 = $31.2 m^2$
 PERMITTED

SIGN ②
 SCHEDULE "A" 2 of 3

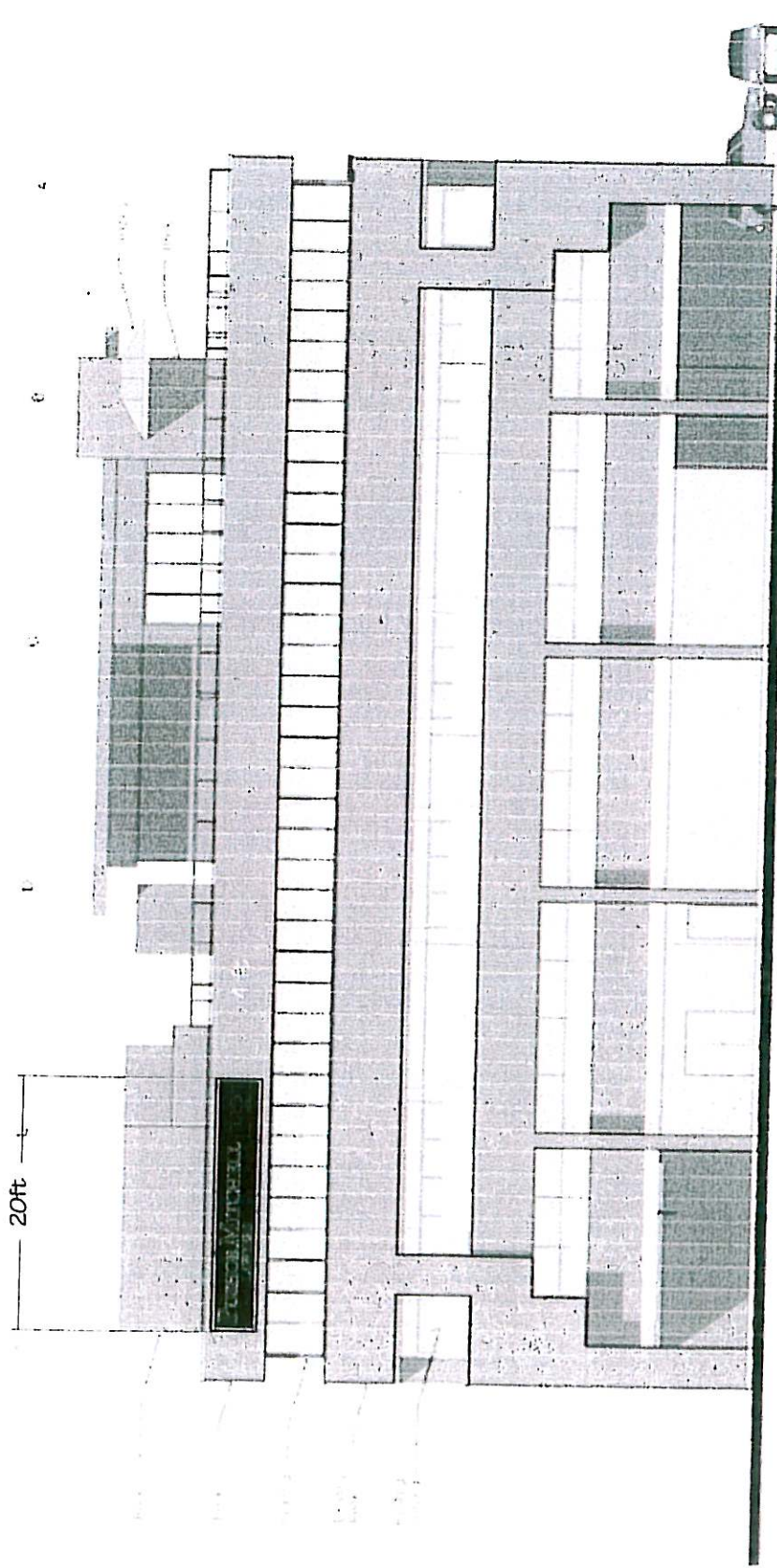
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Job Name:	Pushor Mitchell Building	-----	2	
Drawn By:	Derek Reimer	-----	3	
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2009-B Enterprise Way, Kelowna B.C.-Canada, V1Y 8G6



East Elevation

BACK LANE

SIGN AREA = 8.9m²
 WALL LENGTH 36m
 80.8 = 28.8m²
 PERMITTED

SIGN ③

SCHEDULE "A" 3 of 3

Notes for Job / Production

Job #:	Pushor Mitchell Lawyers	Revisions	#	By
Customer:	Pushor Mitchell / Marion Bomford	-----	1	
Job Name:	Pushor Mitchell Building	-----	2	
Drawn By:	Derek Reimer	-----	3	
Checked By:	-----	-----	4	

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 Fax: (250) 860-1009
 Email: info@stromasigns.com

2009-B Enterprise Way, Kelowna B.C.-Canada, V1Y 8G6



SIGN ①
WEST SIDE FACING
ELLIS STREET



SIGN (2)

SOUTH SIDE FACING
HARVEY AVENUE



SIGN (3)

EAST SIDE FACING
PARKING LOT VISIBLE
FROM HARVEY AVE