
CITY OF KELOWNA

MEMORANDUM

DATE: October 31, 2007
TO: City Manager
FROM: Planning and Development Services Department
APPLICATION NO. DVP07-0197 **OWNER:** Jabs Development Ltd., Inc. No. 88528
AT: 1937-1939 Harvey Ave **APPLICANT:** Choices Market
PURPOSE: TO OBTAIN A DEVELOPMENT VARIANCE PERMIT TO PERMIT THE INSTALLATION OF FOUR FASCIA SIGNS WHERE A MAXIMUM OF TWO ARE PERMITTED. A VARIANCE IS ALSO REQUIRED TO VARY THE TOTAL SIGNAGE AREA PER LINEAL METRE FROM 0.8M² TO 1.2M².
EXISTING ZONE: C3 – COMMUNITY COMMERCIAL
REPORT PREPARED BY: Alec Warrender

1.0 RECCOMENDATION

THAT Council NOT authorize the issuance of Development Variance Permit No. DVP07-0225 for Lot 2, District Lot 129, ODYD, Plan 88528, located at 1937-1939 Harvey Ave, Kelowna, B.C.

2.0 SUMMARY

The applicant is proposing to install a total of four fascia signs on the front of the subject property. The C3 zone only permits a total of two fascia signs per business frontage, as such, a variance is required in order to permit the proposed signage scheme. The proposed signage scheme also requires a variance for the total signage area per lineal metre from 0.8m² to 1.2m².

3.0 ADVISORY PLANNING COMMISSION

THAT the Advisory Planning Commission support Development Variance Permit Application No. DVP07-0197, for 1937-1939 Harvey Avenue, Lot 2, Plan 18138, Twp. 26, Sec. 20, ODYD by Choices Market (A. Aaron), to obtain a Development Variance Permit to permit the installation of four fascia signs where a maximum of two are permitted. **DEFEATED**

As the Development Variance Permit was not supported, the variance required for the total signage area per lineal metre was not considered.

4.0 PROPOSAL

The applicant indicates that a sign permit has already been issued for the main signage that is to be installed on the centre wall section of the building. Although the building was designed to accommodate three tenants, Choices Markets will now be the sole occupant of the building. As the building was designed to accommodate three separate businesses it has space allocated extra signage. In this case, the two additional signs that have been proposed are designed as rectangular sign panels with three headings on each panel.

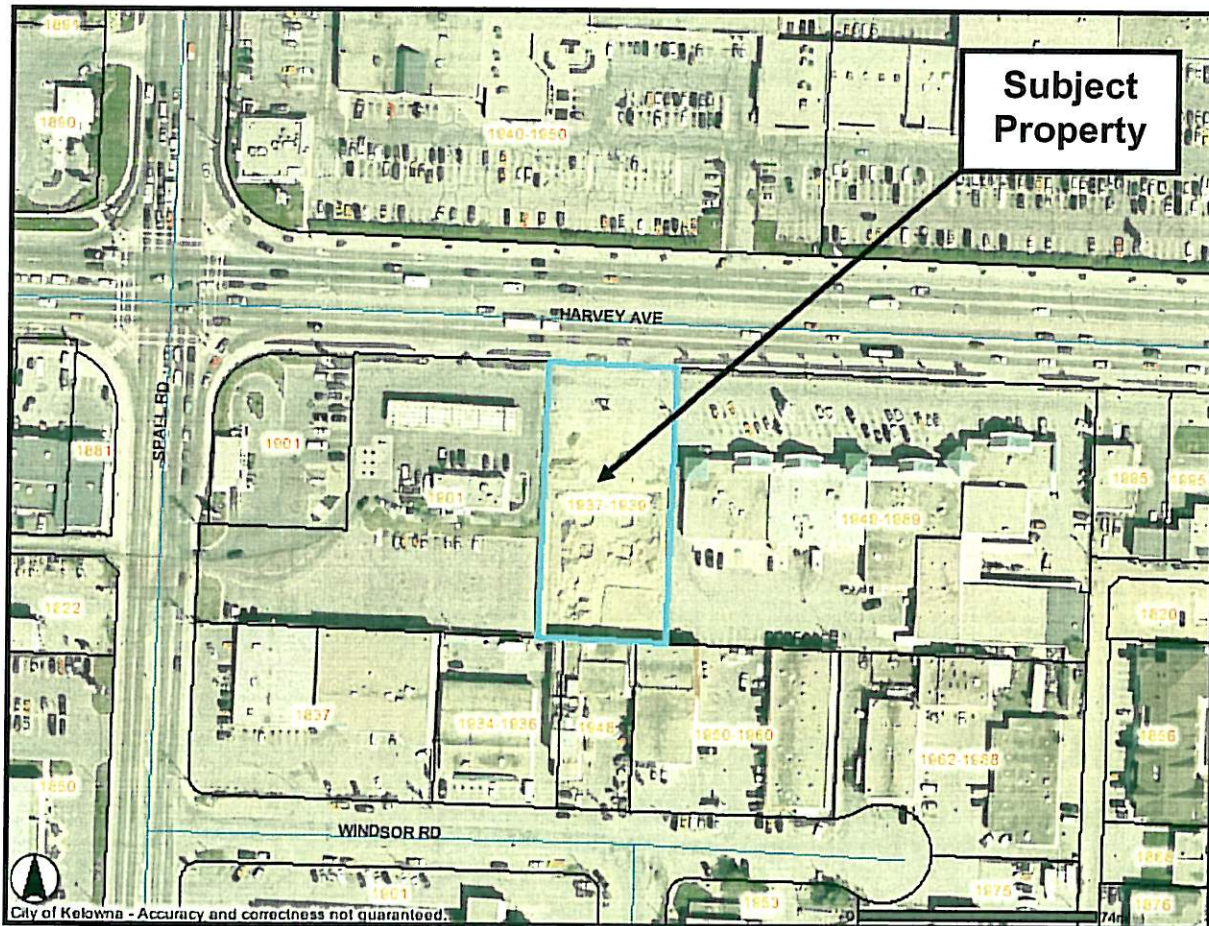
Sign Bylaw requirements for the C3 zone permit 2 signs per business frontage, to a maximum area of 0.8 m² per lineal metre of building frontage, to a maximum of 20% of the wall it is attached to.

$$\begin{aligned} \text{Sign 1} &= 7.2\text{m}^2 + \text{Sign 2} = 18.2\text{m}^2 + \text{Sign 3} = 10.2\text{m}^2 + \text{Sign 4} = 10.2\text{m}^2 \\ &= 48.5\text{m}^2 \text{ (Total Signage Area)} \end{aligned}$$

$$\begin{aligned} 48.5\text{m}^2 \text{ (Signage Area)} / 38.4\text{m} \text{ (Building Frontage)} \\ = 1.2\text{m}^2 \text{ (per lineal metre)} \end{aligned}$$

4.1 Subject Property Map

1937-1939 Harvey Ave



4.2 Site Context

The subject property is located on Harvey Ave. The building was designed to be occupied by three tenants. Upon the completion of construction, a development permit was issued to allow for a single tenant building. Adjacent zones and uses are:

<i>Direction</i>	<i>Zoning Designation</i>	<i>Land Use</i>
North	C4 - Town Centre Commercial	Commercial
East	C4 - Town Centre Commercial	Commercial
South	C10 - Service Commercial	Commercial
West	C10 - Service Commercial	Commercial (Service Station)

5.0 PLANNING AND DEVELOPMENT SERVICES

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 Harvey Avenue

6.0 ALTERNATE RECCOMENDATION

THAT Council authorize the issuance of Development Variance Permit No. DVP07-0225 for Lot 2, District Lot 129, ODYD, Plan 88528, located at 1937-1939 Harvey Ave, 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 number of signs per business frontage from 2 permitted to 4 proposed.

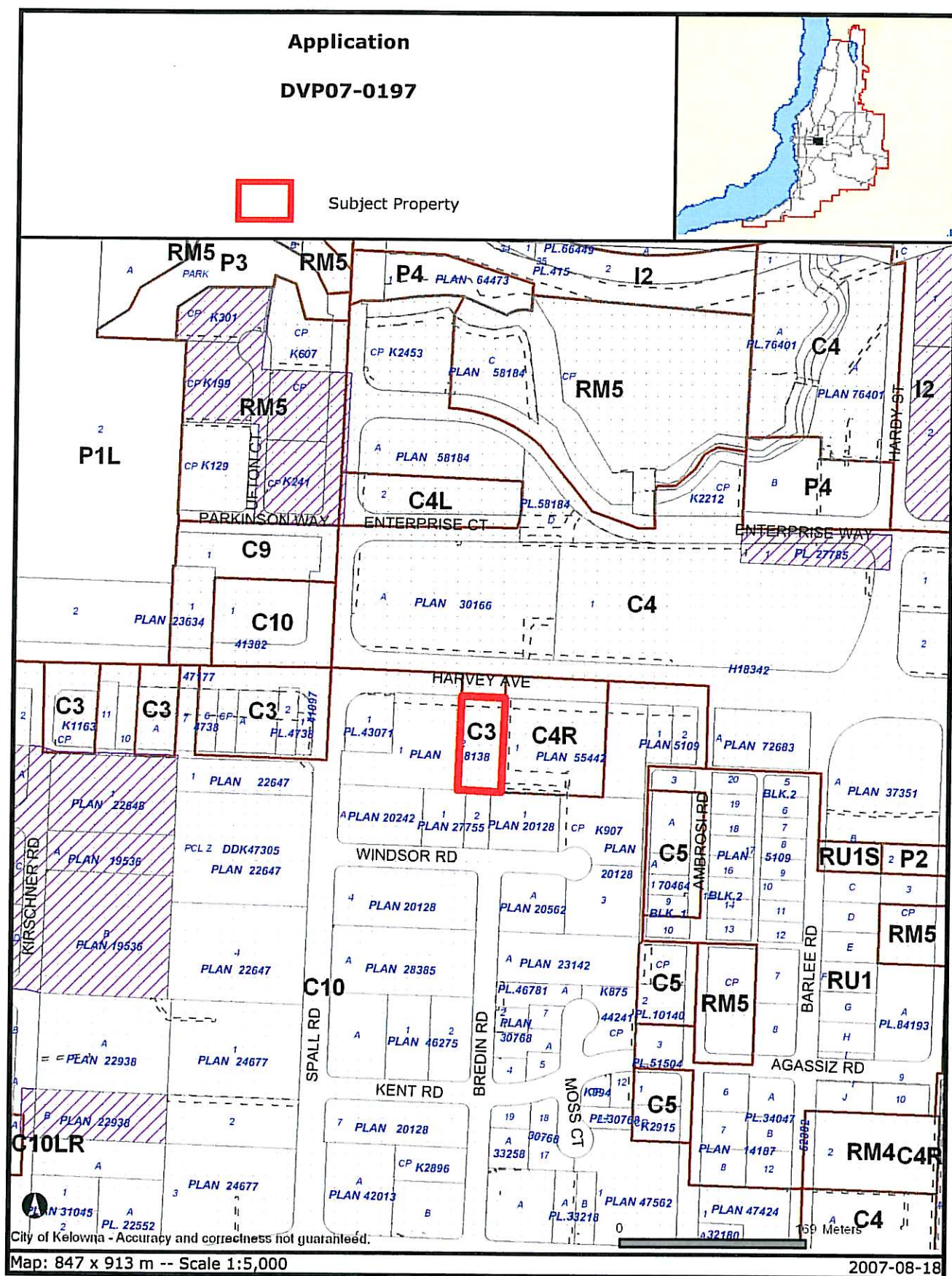
Vary the total signage area per lineal metre of business frontage from 0.8m² permitted to 1.2m² proposed.



Shelley Gambacort
Current Planning Supervisor
SG/aw

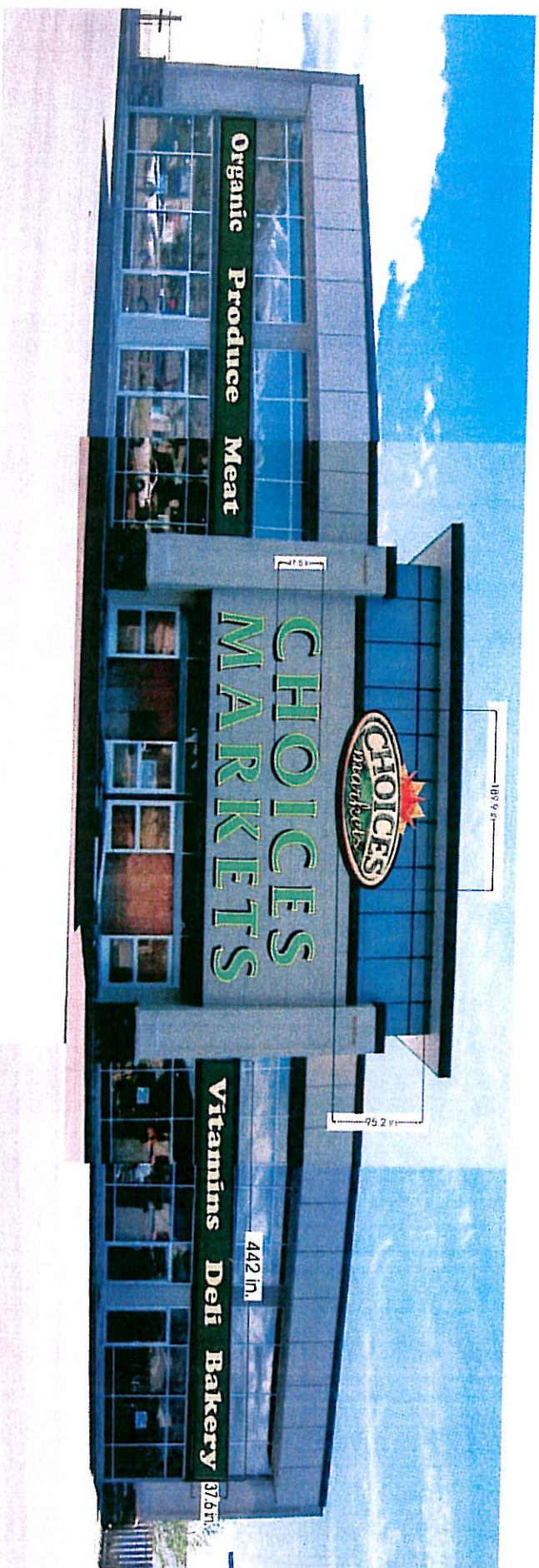
ATTACHMENTS

Location of subject property
Elevations
Photograph



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.

an View - Choices Markets, Kelowna evision #1 21 June 07



Choices Markets - Kelowna, Channel Letter Display

- One 47.5" letter height illuminated Channel Letter Display as per established style, spacing, colour, fabrication & install methods. 109" x 396" overall dimensions.
- One 189.9" x 95.2" Shaped logo as shown using established two layer print for vivid colour when illuminated.
- Two 442" x 37.6" illuminated fascia displays as shown custom fit to existing recesses in the wall face.

22408 Morse Crescent

Maple Ridge, BC

V2X 9G6

Canada

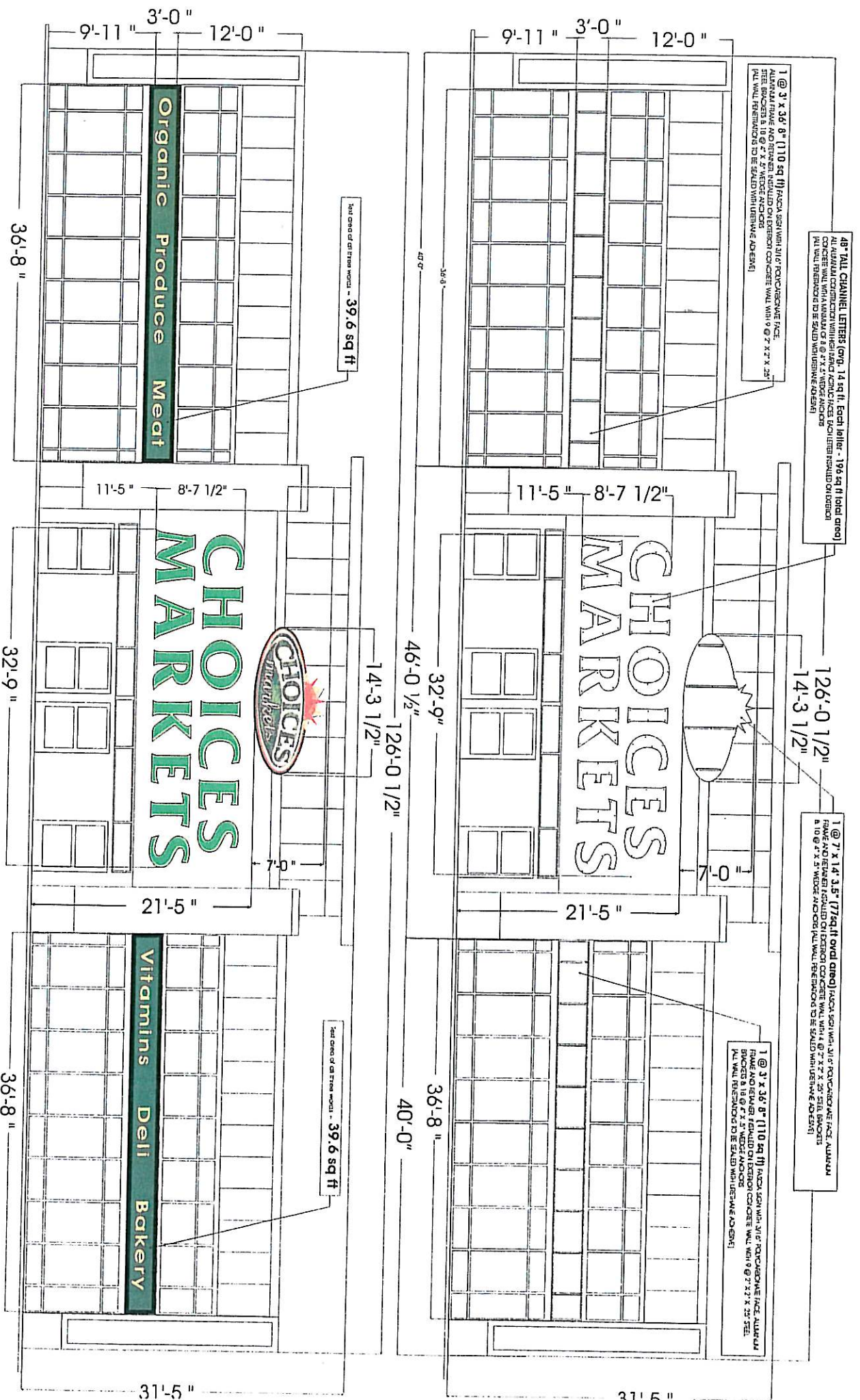
Ph (604) 833-1776

Andy.Action@shaw.ca

**Designer
Marketing**

Innovative Displays
Project Management

Experienced, Professional Service



Elevation Drawings for Choices Markets - 1937 Harvey Ave, Kelowna, BC

Drawing A-1 Scale: 1:12

22101 Main Street
Maple Ridge BC
V2X 6L6
Canada

Mr. John Smith
Project Management

Designer
Mark Miller
Innovative Displays
Project Management
Experienced Professional Service

Existing

