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**CITY OF KELOWNA**  
**MEMORANDUM**

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**DATE:** December 08, 2008  
**TO:** City Manager  
**FROM:** Community Sustainability Division

**APPLICATION NO.** DVP08-0227                      **OWNER:** Salco Management Ltd.  
**AT:** 2507 Enterprise Way                      **APPLICANT:** Salco Management Ltd.

**PURPOSE:** To obtain a Development Variance Permit to vary the maximum height of a freestanding sign from 3.0 m permitted to 6.1 m proposed.

**EXISTING ZONE:** C10 – Service Commercial

**REPORT PREPARED BY:** Andrew Browne

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**1.0 RECOMMENDATION**

THAT Council authorize the issuance of Development Variance Permit No. DVP08-0227 for Lot A District Lot 125 ODYD Plan 19786 except Plans H18058 and KAP44339, located at 2507 Enterprise Way, Kelowna BC;

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

Section 6.1 Specific Zone Regulations – To vary the maximum height of a freestanding sign from 3.0 m permitted to 6.1 m proposed.

**2.0 SUMMARY**

The applicant seeks a variance to the Sign Bylaw to allow a freestanding sign of 6.1m in height where a freestanding sign of 3.0m maximum in height is permitted, except where lot width exceeds 30 m the maximum height permitted is 8.0 m.

**3.0 ADVISORY PLANNING COMMISSION**

At a meeting held on November 18, 2008, the Advisory Planning Commission passed the following recommendation:

THAT the Advisory Planning Commission support Development Variance Permit Application No. DVP08-0227, for 2507 Enterprise Way, Lot A District Lot 125 ODYD Plan 19786 except Plans H18058 and KAP44339 by Salco Management Ltd. (Salco Management Ltd.), to vary the maximum height of a freestanding sign from 3.0 m permitted to 6.1 m proposed.

## 4.0 BACKGROUND

### 4.1 Site Context

The subject property is located in the highway commercial centre at 2507 Enterprise Way, near Best Western and Home Depot. The surrounding area is predominantly commercial uses oriented to the Highway 97 corridor. Specifically, the surrounding zoning is as follows:

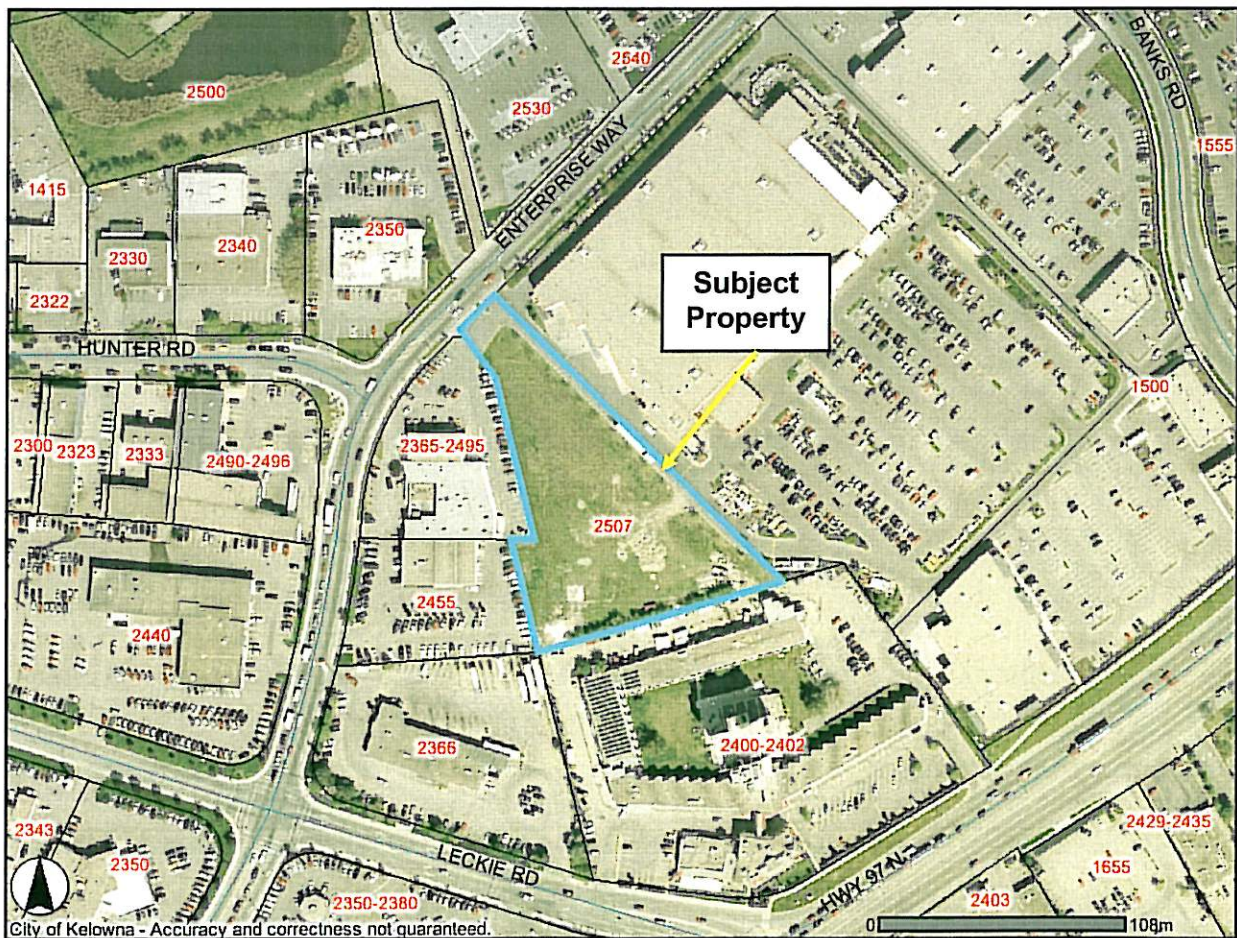
**North** I1 – Business Industrial & I2 – General Industrial

**South** C9L – Tourist Commercial (Retail Liquor Sales) & C10 – Service Commercial

**East** C10 – Service Commercial

**West** A1 – Agriculture 1 & C4 – Urban Centre Commercial

### 4.2 Aerial Photo



### 4.3 The Proposal

The applicant proposes to erect a freestanding sign 6.1m in height toward the Enterprise Way frontage of the subject property. As the subject property is considered to be less than 30m in width (measured at the front setback), a sign of only 3.0m in height is permitted and a variance is requested.

The following table illustrates the application's compliance with the Sign Bylaw.

Industrial and Commercial Zones		* indicates a variance is required
Type of Sign	Proposed	Regulation
Free-standing	6.1 m *	8.0 m maximum height except that it is 3.0m for a site less than 30 m in width

**5.0 TECHNICAL COMMENTS**

**5.1 Fire Department**

The street address for Golf Town to be posted on the sign; contact FPO for information.

**5.2 Inspections Department**

Engineer's design and schedules required with building permit application upon approval of DVP.

**5.3 Works & Utilities Department**


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


**6.0 LAND USE MANAGEMENT DEPARTMENT COMMENTS**

Surrounding land uses are predominantly commercial and are oriented for automobile access. However, many regulations of the Sign Bylaw are intended to limit the clutter and intrusion of signage on the visual landscape. The regulations of the Sign Bylaw reflect urban design objectives, especially for urban centre areas where development should contribute to a sense of community identity and sense of place.

The site does not meet the width requirements (measured at the front yard setback) under the Sign Bylaw for a freestanding sign of 8.0 m maximum in height and is therefore limited to a sign of 3.0 m maximum height under the bylaw. However, the site does increase in width toward the centre of the block.

The Land Use Management Department does not typically recommend support for variances of the Sign Bylaw. However, recognizing that Enterprise Way is a predominantly auto-oriented commercial area with many signs of similar scale and height and that the site, while limited in width at Enterprise Way, is much wider throughout, the Land Use Management Department recommends support for this application.

  
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 Danielle Noble  
 Urban Land Use Supervisor

Approved for inclusion   
 Shelley Gambacort, Director of Land Use Management

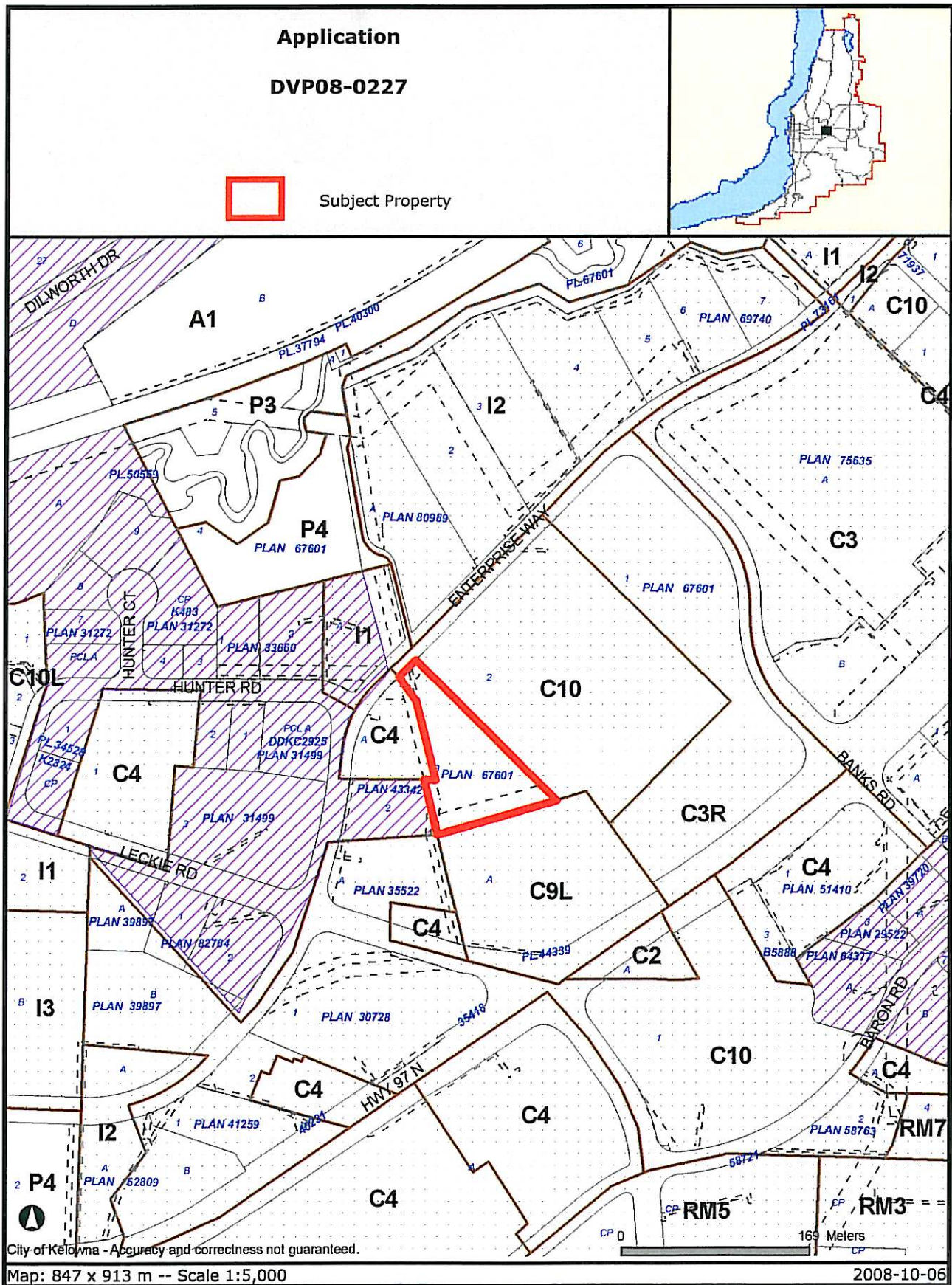
**ATTACHMENTS**

Location and zoning map

Site plan, overall

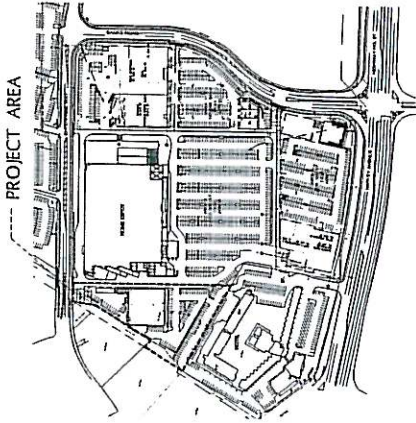
Site plan, subject area

Sign elevation



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.

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PROJECT AREA

2 CONTEXT PLAN

PROJECT NORTH

DATE	11/01/11
DRAWN BY	W. WATKINS
CHECKED BY	W. WATKINS
SCALE	AS SHOWN
SHEET NO.	1
TOTAL SHEETS	1
PROJECT NO.	11/11/01
SITE NO.	11/11/01
CLIENT	11/11/01
LOCATION	11/11/01
DESCRIPTION	11/11/01
STATUS	11/11/01
DESIGNER	11/11/01
APPROVED BY	11/11/01
DATE APPROVED	11/11/01



2507 ENTERPRISE WAY  
KELOWNA, BC

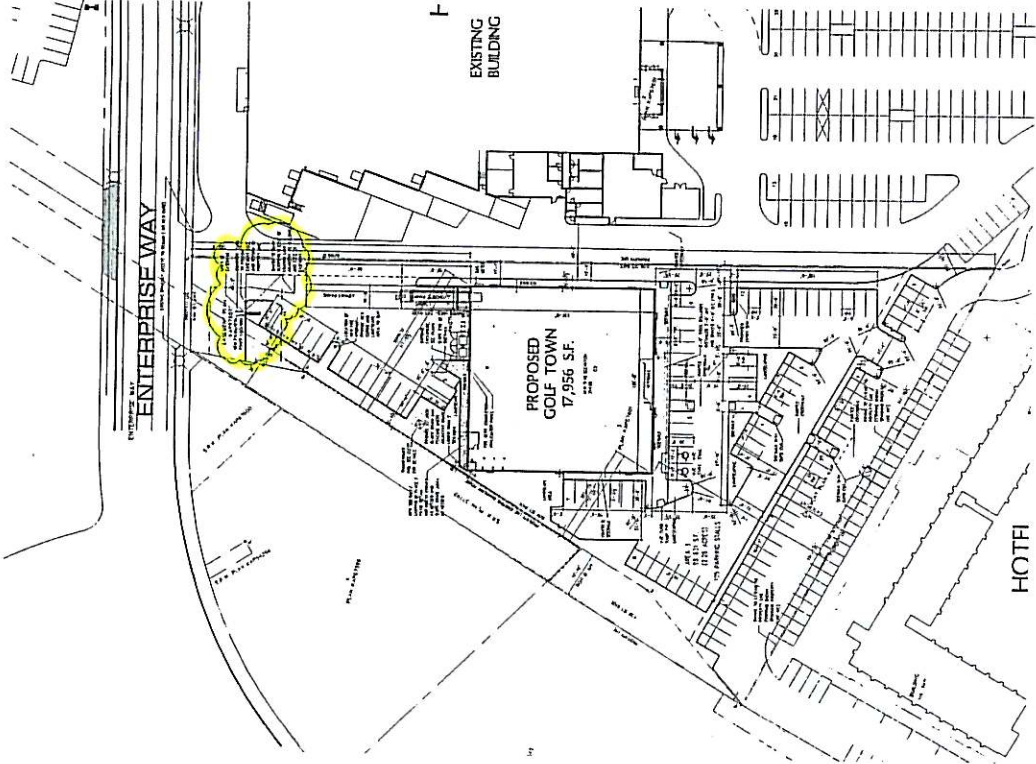
WATKINS  
Architecture Ltd

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APPROVED BY	11/11/01
DATE APPROVED	11/11/01

SITEPLAN

DATE	11/01/11
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APPROVED BY	11/11/01
DATE APPROVED	11/11/01

SITE DATA	
LOT AREA	17,956 S.F.
SETBACKS	AS SHOWN
STORY HEIGHT	AS SHOWN
LAND USE	AS SHOWN
ADJACENT PROPERTIES	AS SHOWN
ADJACENT STREETS	AS SHOWN
ADJACENT UTILITIES	AS SHOWN
ADJACENT ZONING	AS SHOWN
ADJACENT DISTRICTS	AS SHOWN
ADJACENT MUNICIPALITIES	AS SHOWN
ADJACENT COUNTRIES	AS SHOWN
ADJACENT PROVINCES	AS SHOWN
ADJACENT STATES	AS SHOWN
ADJACENT CITIES	AS SHOWN
ADJACENT VILLAGES	AS SHOWN
ADJACENT TOWNSHIPS	AS SHOWN
ADJACENT COUNTIES	AS SHOWN
ADJACENT REGIONS	AS SHOWN
ADJACENT TERRITORIES	AS SHOWN
ADJACENT NATIONS	AS SHOWN



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EXISTING BUILDING

PROPOSED GOLF TOWN  
17,956 S.F.

HOTEL

1 SITE PLAN

1"=20'-0"



# Wensley Architecture Ltd

Project #0754 - GOLF TOWN, KELOWNA, BC

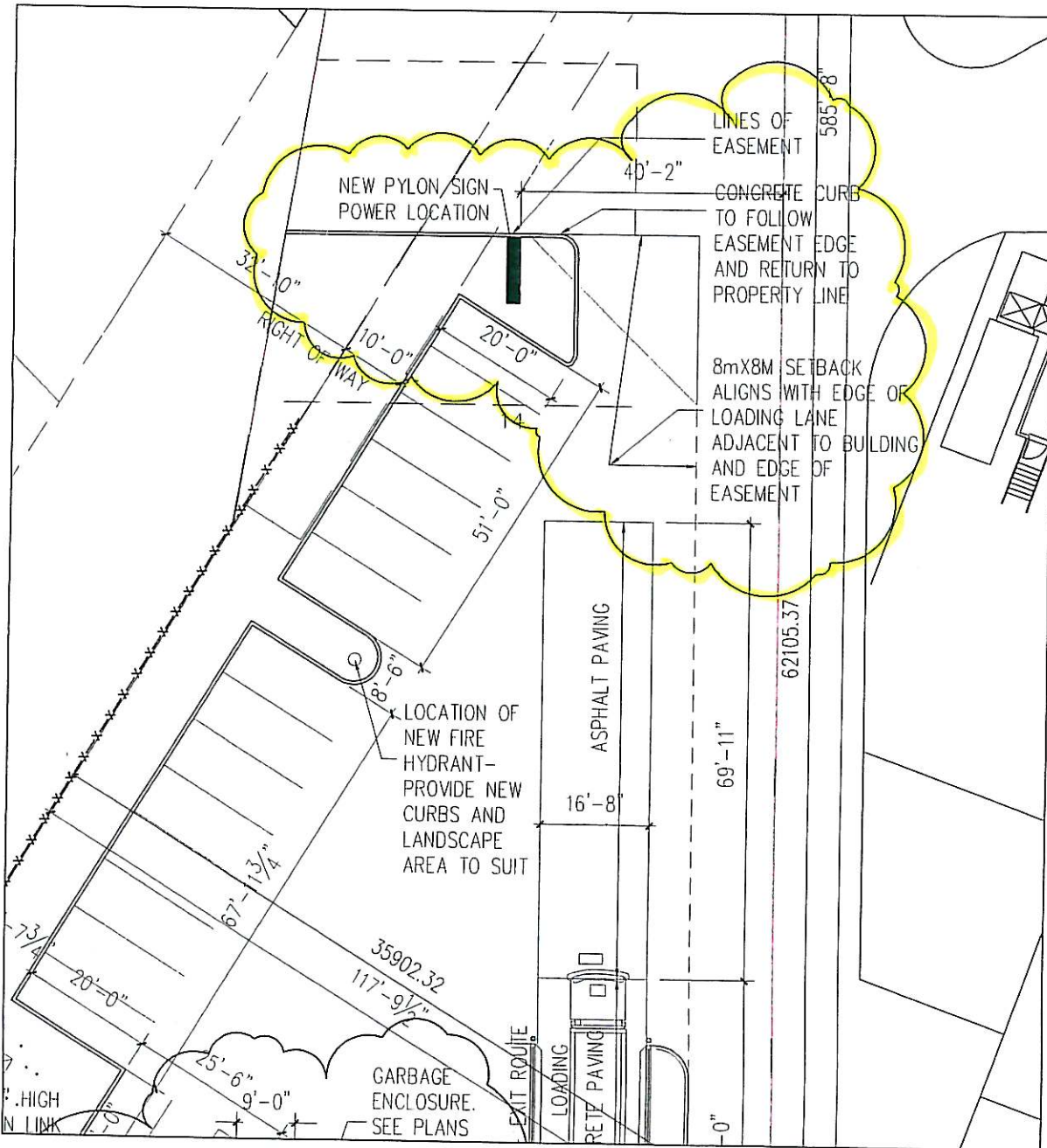
Dwg No SKA101-7

Title REFER TO DRAWING A101- SITEPLAN

Date 09/09/08

REV PYLON SIGN LOCATION AND CONCRETE CURBS

Scale N.T.S.





2507 Enterprise Way

