
CITY OF KELOWNA
MEMORANDUM

Date: March 27, 2009

To: City Manager

From: Community Sustainability Division

APPLICATION NO. DVP09-0023

OWNER: R.A. McKenzie Enterprises Ltd.

AT: 2233 Leckie Road

APPLICANT: Permit Solutions

PURPOSE: TO OBTAIN A DEVELOPMENT VARIANCE TO INCREASE THE NUMBER OF SIGNS FROM 2 PERMITTED TO 4 PROPOSED

EXISTING ZONE: I2 – General Industrial

REPORT PREPARED BY: Birte Decloux

1.0 **RECOMMENDATION**

THAT Council not authorize the issuance of Development Variance Permit No. DVP09-0023 for Lot 1, District Lot 531, Osoyoos Division Yale District Plan 36374 located at Leckie Road, Kelowna, B.C.

2.0 **SUMMARY**

Through the Development Permit application process for form and character, the applicant received approval for the provision of two signs; one on the Leckie Road elevation and one on the Dilworth Drive side of the building. This variance is seeking to add two additional signs, one the east side of the building over the office entrance and one the south side of an adjacent business building.

3.0 **BACKGROUND**

The site has recently received a Development Permit to make leasehold improvements to the exterior of the building in the form of aesthetic (painting and branding) and structural (overhead doors) changes to enable customer identification of the "Kal Tire" franchise.

Planning staff worked with the applicant to improve the quality of the original Development Permit application and specifically to improve the façade on Dilworth Drive. Through this process, a compromise was achieved that balanced the importance of business visibility with the potential for an unwelcome impact on the public realm by way of excessive corporate branding.

4.0 SIGN BYLAW REGULATION

The proposal compares to the requirements of the Sign Bylaw No. 8235 as follows:

CRITERIA	PROPOSAL	SIGN REQUIREMENTS (I2 ZONE)
Awning, Facia, Canopy Under canopy/awning signs	4 signs (variance sought)	2 signs per business
Size details of proposed additional signs		
Maximum Area 1.0 m ² per Lineal Meter of the Building Frontage to a maximum of 20%	East Wall: 9.1 m ² South Wall: 13.7 m ²	East Wall = 10.78 m ² South Wall = 18.2 m ²

4.1 Site Context

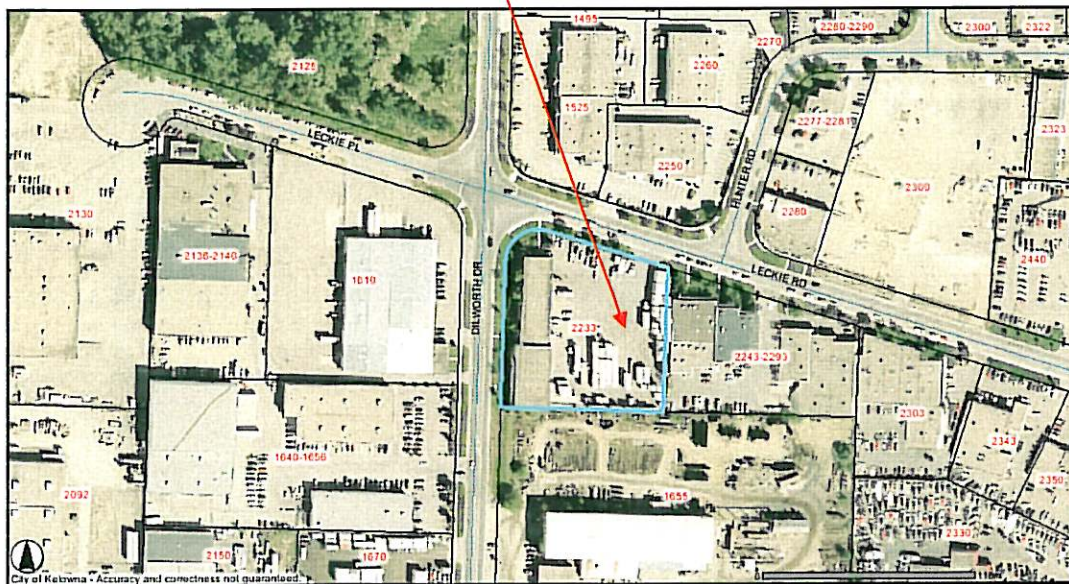
The subject property is located on the south of Leckie Road in the Dilworth Industrial area and within the Highway urban centre.

Adjacent zones and uses are:

- North - C10L – Service Commercial (Liquor Primary)
- East - I1 – Business Industrial
- South - I3 - Heavy Industrial
- West - I3 - Heavy Industrial

4.2 Site Location Map

Subject Property: 2233 Leckie Road



5.0 **CURRENT DEVELOPMENT POLICY**

5.1 Kelowna Official Community Plan

Objectives for Industrial Development:

All development should be an appropriate response to its physical context, or anticipated future context where an area is designated for increased density or land use transition in the OCP.

Buildings, structures and additions should be designed and sited in a manner compatible with adjacent buildings and open areas.

6.0 **TECHNICAL COMMENTS**

The application has been submitted to various technical agencies and City departments, and the following relevant comments have been submitted:

6.1 Development Engineering

This development variance permit application for the erection of additional redundant signs does not compromise any municipal services and it does not trigger any offsite upgrades.

6.2 Building and Permitting

No concerns

7.0 **LAND USE MANAGEMENT DEPARTMENT**

The goal to balance strong corporate branding and conforming to existing regulations can be a challenge. Staff acknowledge that site visibility and business recognition is a key aspect for business viability. However, bylaw requirements are established to set parameters that all property owners must comply with. Through the Development Permit process, it was agreed that the colouring and provision for signage achieved the corporate branding that Kal Tire felt was critical for this location's success. At this location, which does have significant visual exposure and is a gateway to the well populated Dilworth area, the addition of two signs in the corporate colour scheme would have a noticeable impact on the public realm.

Many regulations of the Sign Bylaw are intended to limit the clutter and intrusion of signage on the visual landscape. Permitting this site to have two additional large signs would add to the excessive branding of this business. Should the additional sign on the south side be approved, a business utilizing that space would be restricted to only one sign as the permitted number of signs would already be near the maximum allowed.

The regulations of the Sign Bylaw intend to take into consideration urban design objectives, especially for urban centre areas where development should contribute to a sense of community identity and sense of place.

Should Council wish to approve this application, an alternate recommendation is provided below.

8.0 **ALTERNATE RECOMMENDATION**

THAT Council authorize the issuance of Development Variance Permit No. DVP09-0023 for Lot 1, District Lot 531, Osoyoos Division Yale District Plan 36374 located at Leckie Road, Kelowna, B.C.

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

Section 6.1 Number of Signs

A variance to allow 4 awning, fascia, canopy, under canopy/awning signs when 2 signs are permitted per business.


Shelley Gambacort
Director, Land Use Management

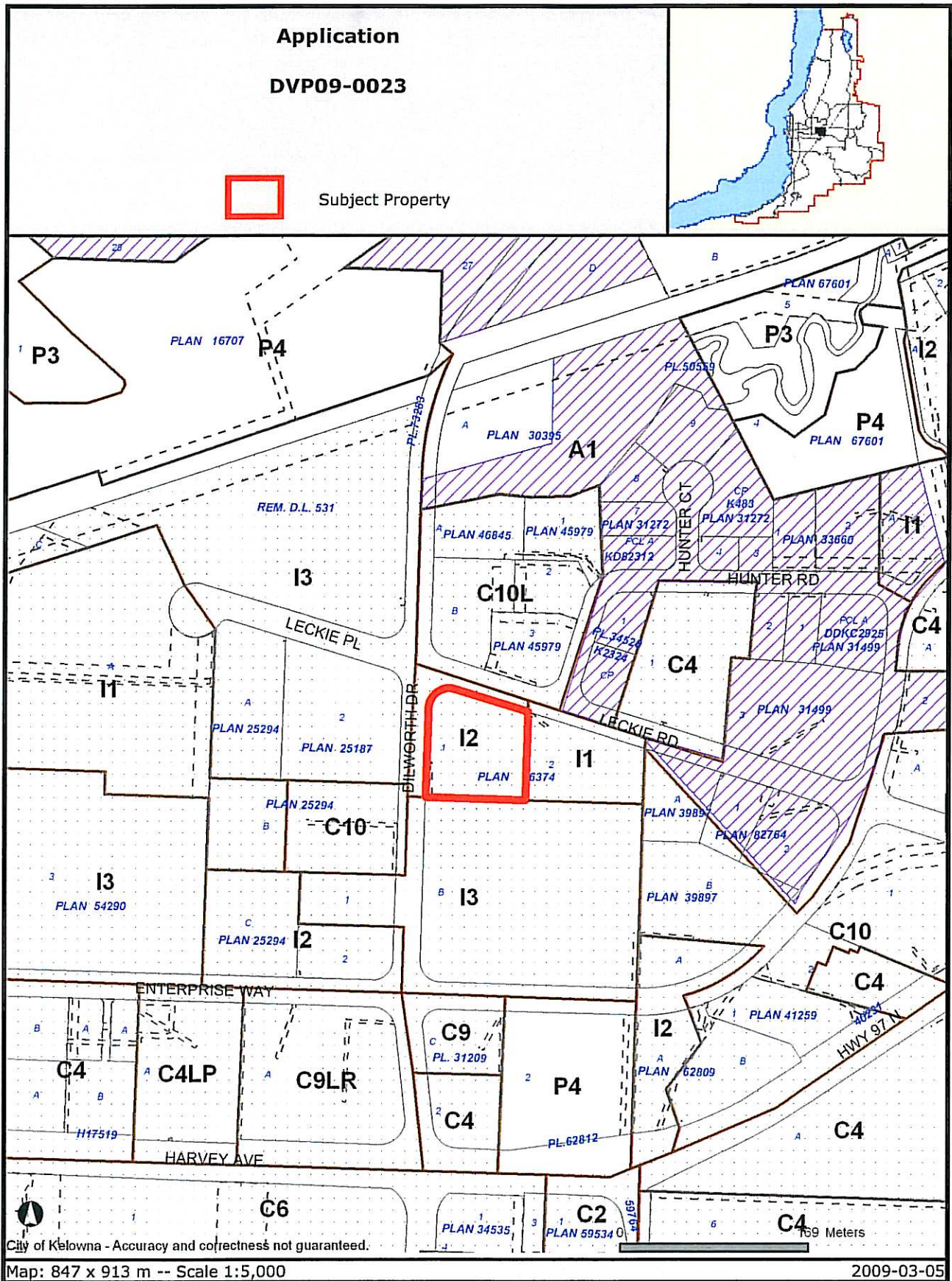
Approved for Inclusion 
Jim Paterson
General Manager, Community Sustainability Division

DN/bcd

Attachments:

- Location of Subject property
- Map showing permitted signs
- Map showing proposed additional signs
- Sign details





City of Kelowna - Accuracy and correctness not guaranteed.

Map: 847 x 913 m -- Scale 1:5,000

2009-03-05

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.

DILWORTH DRIVE

11' 4" (SEE TABLE) → HORIZONTAL 10'

20' x 10'

APPROX. 20' x 8'

APPROX. 20' x 10'

20' x 10'

20' x 10'

20' x 10'

20' x 10'

20' x 10'

20' x 10'

20' x 10'

20' x 10'

20' x 10'

20' x 10'

20' x 10'

20' x 10'

20' x 10'

Allowed signage



DRAWING INDEX:

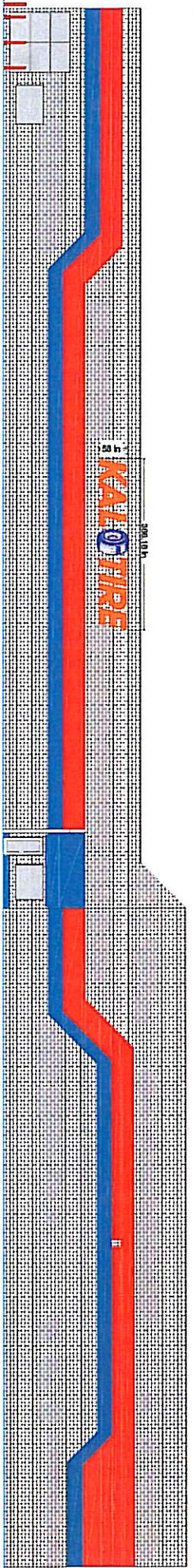
- SHEET 1 SITE PLAN
- SHEET 2 AS BUILT / PROPOSED PAVEMENT PLAN
- SHEET 3 NEW CONSTRUCTION PLANS
- SHEET 4 PROPOSED FLOOR PLANS
- SHEET 5 CEILING & LIGHTING PLAN
- SHEET 6 ELECTRICAL & MECHANICAL LAYOUTS
- SHEET 7 BUILDING SECTIONS
- SHEET 8 INTERIOR WALL ELEVATIONS
- SHEET 9 EXTERIOR ELEVATIONS

BUILDING / SITE DATA SUMMARY:

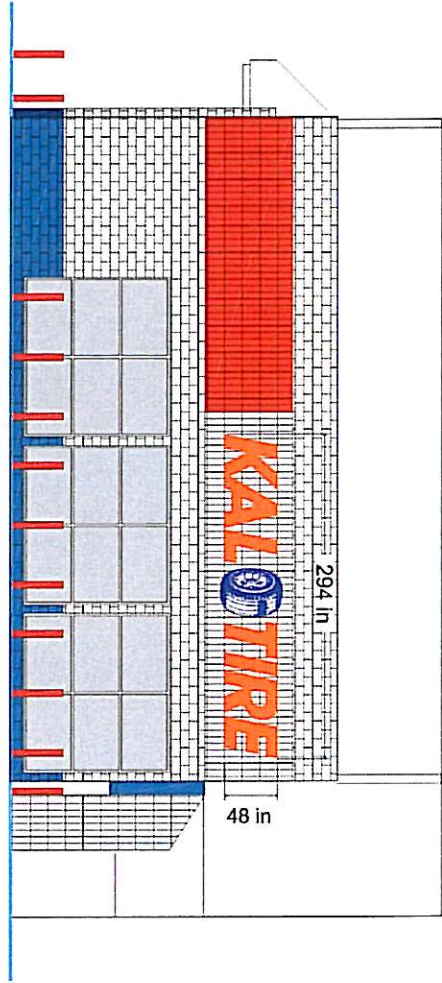
CLIC ADDRESS	2313 LECKIE ROAD, IDECOLUM, NC
LEGAL DESCRIPTION	LOT 1, PLAN 34374
TOTAL SITE AREA	87,182 sf (1,259 m ²)
AREA OF BUILDING GRADE	14,897 sf (1,376 m ²)
AREA OF PAVEMENT	EXISTING
SITE COVERAGE	17.2%
ALL THE PORTION OF BUILDING	7,995 sf (740 m ²)
PROPOSED PARKING	(23) 7.50' x (11) 10' C STALLS
PROPOSED ALL THE SITE AREA	38,465 sf (1,138 m ²)



SITE PLAN

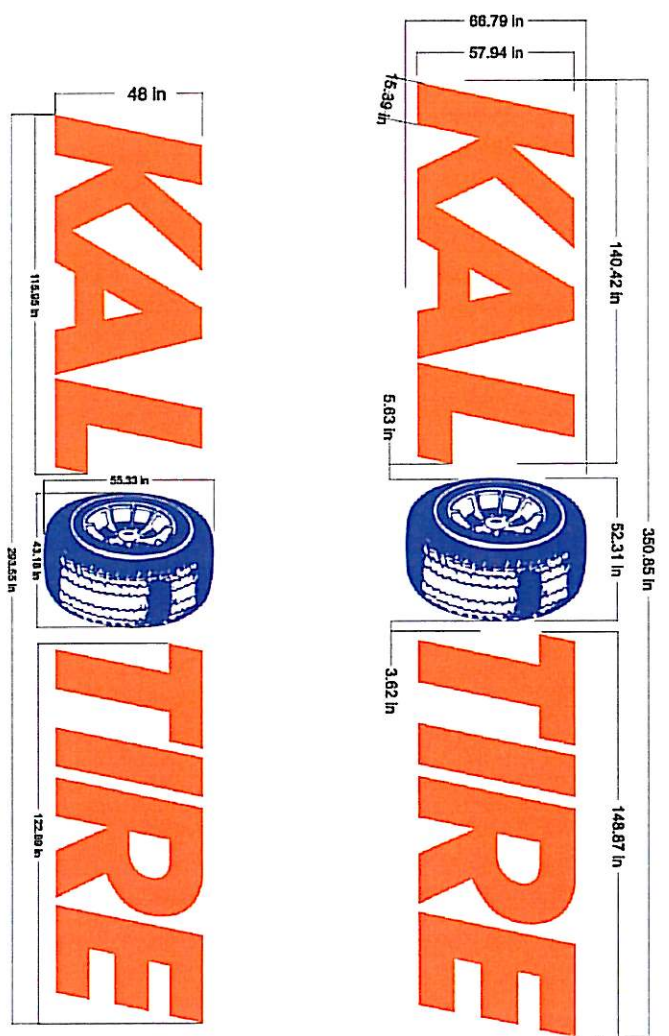


West Elevation



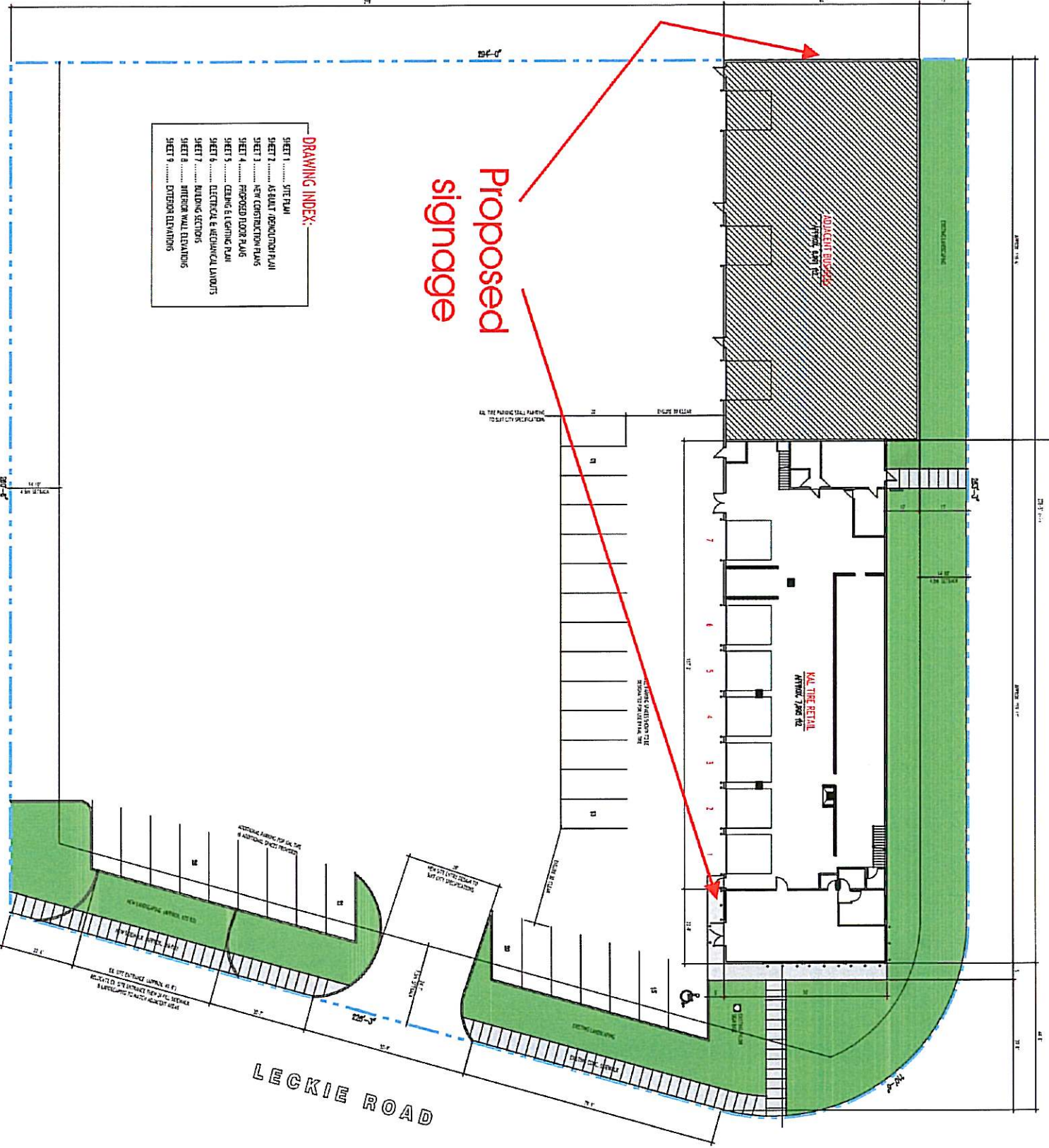
North Elevation

- 1 sets of 58" channel letters on west elevation with frontage to Dilworth Drive
- 1 set of 48" channel letters on the north elevation with frontage to Leckie Road



Dwg. Title:
Kal Tire #680 Kelowna - Elevations

**Allowable signage for
Kal Tire**



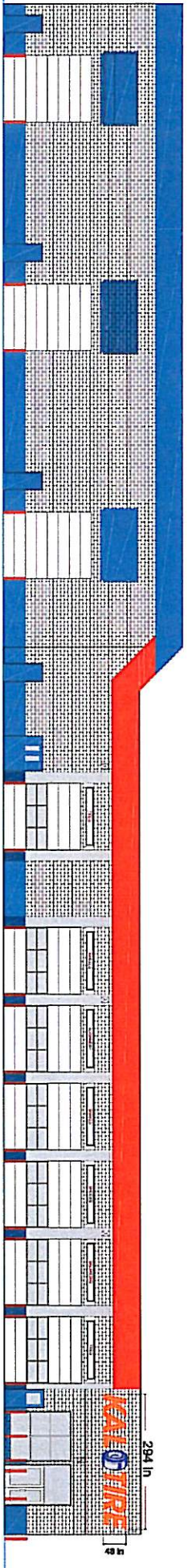
Proposed
signage

- DRAWING INDEX:**
- SHEET 1 SITE PLAN
 - SHEET 2 AS BUILT DEMOLITION PLAN
 - SHEET 3 NEW CONSTRUCTION PLANS
 - SHEET 4 PROPOSED FLOOR PLANS
 - SHEET 5 CEILING & LIGHTING PLAN
 - SHEET 6 ELECTRICAL & MECHANICAL LAYOUTS
 - SHEET 7 BUILDING SECTIONS
 - SHEET 8 INTERIOR WALL ELEVATIONS
 - SHEET 9 EXTERIOR ELEVATIONS

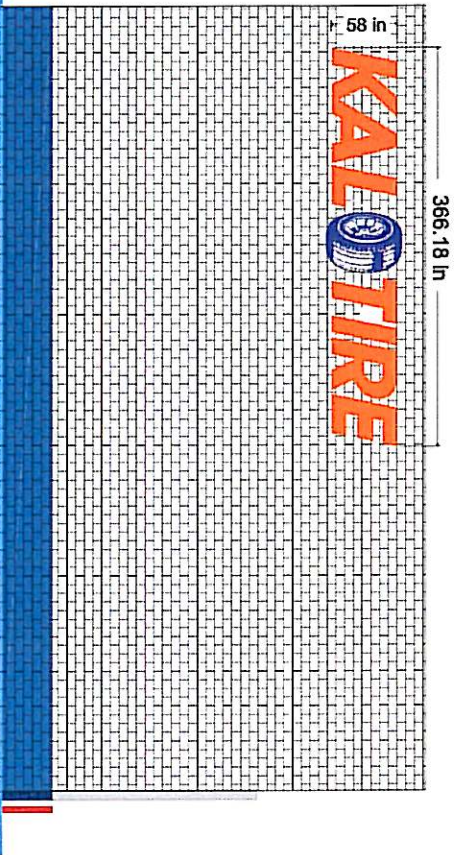
BUILDING / SITE DATA SUMMARY:

CITY ADDRESS: 2333 LECKIE ROAD, RICHMOND, BC
 LEGAL DESCRIPTION: LOT 1, PLAN B534
 TOTAL SITE AREA: 81,102 SF (1,609 m²)
 AREA OF BUILD & CARE: 14,987 SF (1,378 m²)
 AREA OF PARKING: 66,115 SF (6,141 m²)
 SITE COVERAGE: 17.3%
 WALL THE PORTION OF BUILDING: 7,785 SF (720 m²)
 PROPOSED PARKING: 631 P-307 + (1) HC CYCL
 PROPOSED WALL THE SITE AREA: 38,453 SF (3,538 m²)





East Elevation



South Elevation

- 1 sets of 58" channel letters on south elevation
- 1 set of 48" channel letters on the east elevation

