

# Memo



**Date:** September 10, 2010

**To:** City Manager

**From:** Community Sustainability Division

**File No:** HAP10-0010

**Applicant:** City of Kelowna

**At:** 1304 Ellis Street

**Owner:** City of Kelowna

**Purpose:** To consider a Heritage Alteration Permit to vary the provisions of the Sign Bylaw No. 8235 to permit a Roof-Top sign where Roof-Top signs are not permitted in the Sign Bylaw and to permit a projecting sign where projecting signs are not permitted within the CD8LP/LRS - Heritage Industrial (Liquor Primary/Retail Liquor Sales) zone.

**Existing Zone:** CD8LP/LRS - Heritage Industrial (Liquor Primary/Retail Liquor Sales)

Report Prepared by: Alec Warrender

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## 1.0 RECOMMENDATION

THAT Council authorize the issuance of Heritage Alteration Permit No. HAP10-0010 for Lot 1, District Lot 139, ODYD, Plan 42511, located at 1304 Ellis Street, Kelowna, B.C., subject to the following:

1. The dimensions and siting of the building to be constructed on the land be in general accordance with Schedule "A";
2. The exterior design and finish of the building to be constructed on the land be in general accordance with Schedule "B"
3. Landscaping to be provided on the land be in general accordance with Schedule "C";

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

Section 3.1.5 - Sign Prohibitions

To vary the provisions of the Sign Bylaw No. 8235 to permit a Roof-Top sign where Roof-Top signs are not permitted in the Sign Bylaw

Section 6.1 - Specific Zone Regulations

To vary the provisions of the Sign Bylaw No. 8235 to permit a projecting sign where projecting signs are not permitted within the CD8LP/LRS - Heritage Industrial (Liquor Primary/Retail Liquor Sales) zone.

## 2.0 SUMMARY

To consider a Heritage Alteration Permit to vary the provisions of the Sign Bylaw No. 8235 to permit a Roof-Top sign where Roof-Top signs are not permitted in the Sign Bylaw and to permit a projecting sign where projecting signs are not permitted within the CD8LP/LRS - Heritage Industrial (Liquor Primary/Retail Liquor Sales) zone.

### 3.0 BACKGROUND

The Community Heritage Commission and City Council recently approved a Heritage Alteration Permit for the subject property known as the Laurel Packinghouse. These changes were both structural and functional with the goal of ensuring longevity of this historically significant building. The Heritage Commission approved the bulk of the elements but requested that further research be done to substantiate the proposed signage.

### 4.0 COMMUNITY HERITAGE COMMISSION

The Community Heritage Commission (CHC) passed the following recommendations at their meeting of September 9, 2010:

THAT the Community Heritage Commission support HAP10-0010 to vary the provisions of the Sign Bylaw No. 8235 to permit a Roof-Top sign where Roof-Top signs are not permitted in the Sign Bylaw and to permit a projecting sign where projecting signs are not permitted within the CD8LP/LRS - Heritage Industrial (Liquor Primary/Retail Liquor Sales) zone.

#### *Anecdotal Comment*

That the Laurel Packinghouse include some form of interpretive material that explains that the signage is not an original feature of the heritage building.

### 5.0 ADVISORY PLANNING COMMISSION

The Advisory Planning Commission (APC) passed the following recommendations at their meeting of August 31, 2010:

THAT the Advisory Planning Commission support Heritage Alteration Permit Application No. HAP10-0010 for 1304 Ellis Street to vary the provisions of the Sign Bylaw No. 8235 to permit a Roof-Top sign where Roof-Top signs are not permitted in the Sign Bylaw and to permit a projecting sign where projecting signs are not permitted within the CD8LP/LRS - Heritage Industrial (Liquor Primary/Retail Liquor Sales) zone.

### 6.0 THE PROPOSAL

The subject property is located on the City of Kelowna's Heritage Register and is subject to Heritage Designation Bylaw #5480 (1983), which protects its structure and exterior appearance. Two signs are proposed as a part of this application, a projecting sign for the BC wine museum and a roof top sign for the Laurel Packinghouse. The applicant has provided the following information in association with the proposed signage scheme.

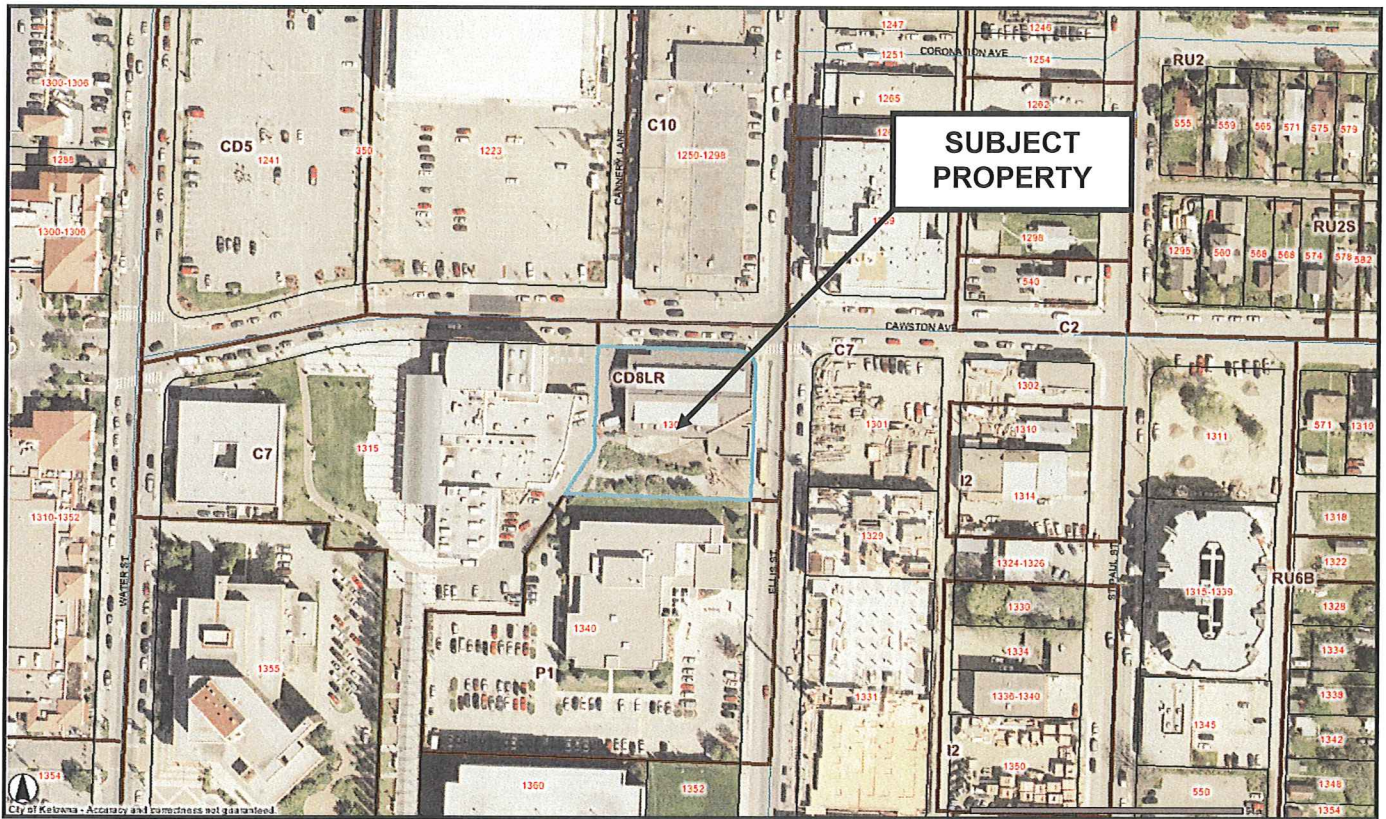
**Ridge Mounted sign:** The Laurel Packinghouse is the largest packinghouse in British Columbia. With the Orchard Museum and Wine Museum as the principal tenants, it is an anchor facility of the agri-tourism sector in the Okanagan Valley. Once it was surrounded by packinghouses and related businesses in the industrial sector of a young Kelowna. As one of the few vestiges of Kelowna's agricultural beginnings (ca. 1917), it is important that it reflect the character not only of the original building, but of the era. A collection of historical photos taken of the area shows that roof-mounted banner signs were typical of the era. Examples include the Aylmer Brand sign atop what is now "Flashbacks", Okanagan Packers Ltd, Duggan and Davies Ltd, Rowcliffe Canning Co. Ltd. Occidental Cannery Ltd., and Commercial Orchards Ltd. The architectural restoration

drawings previously submitted propose a ridge sign to reflect the industrial signage genre that populated the Kelowna’s historical skyline. The sign construction would be interpreted as we have done throughout the restoration work wherever a new element has been required. For instance the new through-wall masonry reinforcement and structural reinforcing elements within the building have all been done in mild industrial steel (rather than heavy timber) so that it is easy to distinguish the original structure from the contemporary elements required for structural performance and safety. Similarly, the sign will be rendered in metal to signify that, again, this is not a restoration element but an interpretive element. Including the sign is important and iconic, however, in telling the story of an era when agriculture and especially orchards, were the economic backbone of the community.

**Projecting street level sign:** This non-illuminated sign (2 drawings by the Pattison Sign Group attached) is quite small at 3’0” wide and 3’-7 13/16” high. A photo of a mock-up temporarily installed on the building (while under restoration) is provided. The sign is in character with projecting retail signs of the era, however it projects beyond the property line and again, there is no photographic evidence that such a sign was actually mounted on the building.

6.1 Subject Property Map

1304 Ellis Street



6.2 Site Context

Direction	Zoning Designation	Land Use
North	CD10 - Heritage Cultural	Commercial
East	C7 - Central Business Commercial	Residential / Commercial
South	P1 - Major Institutional	Interior Health
West	C7 - Central Business Commercial	Residential / Commercial

## 7.0 CANADIAN REGISTER OF HISTORIC PLACES

The original packing-house is two storeys high relatively unornamented (other than a stepped parapet) and built of heavy timber construction with brick exterior walls. Numerous alterations were made over the years as the business of fruit-packing changed. A cold storage room was added in 1938; a cover over the loading doors in 1941; the platform was extended in 1945; and in 1960 the main door was enlarged and ramps were built to the first floor and the basement to accommodate fork lifts needed as the industry shifted from orchard boxes to bulk bins.

### *Character Defining Elements*

- Prominent corner location
- Two-storey red brick building with large repetitive openings on the ground floor, clerestory windows on the second floor, and a prominent north porch
- Unusual stepped parapet
- Long two-storey industrial-type wing with raised full-length shed roof
- Loading dock
- Segmental arches over the windows
- Wood-sash windows
- Wood shutters
- Prominent terrace and landscaped courtyard on the south side



## 8.0 TECHNICAL COMMENTS

8.1 Building & Permitting  
No Concerns.

8.2 Development Engineering  
No Concerns.

## 9.0 LAND USE MANAGEMENT DEPARTMENT

The property is a designated heritage property and is zoned CD8(LR) - Heritage Industrial (Liquor Primary / Retail Liquor Sales). As such, the property is subject to the sign requirements of the I1 zoning. The applicant is seeking consideration of a Heritage Alteration Permit to vary the provisions of the Sign Bylaw No. 8235 to permit a Roof-Top sign where Roof-Top signs are not permitted in the Sign Bylaw and to permit a projecting sign where projecting signs are not permitted within the CD8LP/LRS - Heritage Industrial (Liquor Primary/Retail Liquor Sales) zone.

The I1 sign requirements allow awning/fascia/canopy/under canopy signs; free-standing, identification and portable signage, but does not allow for a projecting sign as proposed by the applicant. Given the physical constraints of the building, the opportunity for other forms of signage, such as awning or fascia signage, is not possible. The proposed projecting sign fits with the design and look of the building, and is shown not to impede pedestrian traffic. The sign is shown as projecting at the corner of Cawston and Ellis, which would allow only one sign to capture pedestrian and non-pedestrian traffic along both streets, and thus reduce the need for

additional signage. The sign is also shown to be 0.836m<sup>2</sup> in area, and as such is less than the 1.0 m<sup>2</sup> total permitted for an awning or fascia sign.

The applicant is also seeking a roof-top, or ridge mounted sign, which is not permitted in accordance with the sign bylaw. Given the unique and distinguished character of this building, and its importance as the only remaining industrial agricultural building in the Cultural District, a unique sign opportunity is appropriate. As noted in the applicant's comments, the Laurel Packinghouse never had a roof-mounted sign, but many of the other industrial agricultural buildings of the area (no longer standing) would have had such a sign that was symbolic of marketing in that era.

The sign will help confirm a landmark status for the Laurel Packinghouse (LPH) by making it more visible in an increasingly dense urban setting. The word 'Packinghouse' will be very visible in the visual landscape - an easy way to start the story telling process relating to the history of the area.

The continued life and sustainability of the LPH as a heritage asset depends on its ability to attract users and an audience. Admittedly it is always a balancing act between the need to maintain heritage integrity and the need to generate sufficient business to keep the building going. Given that many other changes to the building's original form have already been made and that the building needs to function primarily as a rental facility, highly-visible and era-appropriate signage is a positive means to identify this important heritage and cultural landmark. Staff supports the proposed signage scheme.



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Danielle Noble  
Manager, Urban Land Use

Approved for inclusion:



Shelley Gambacort  
Director, Land Use Management

#### ATTACHMENTS

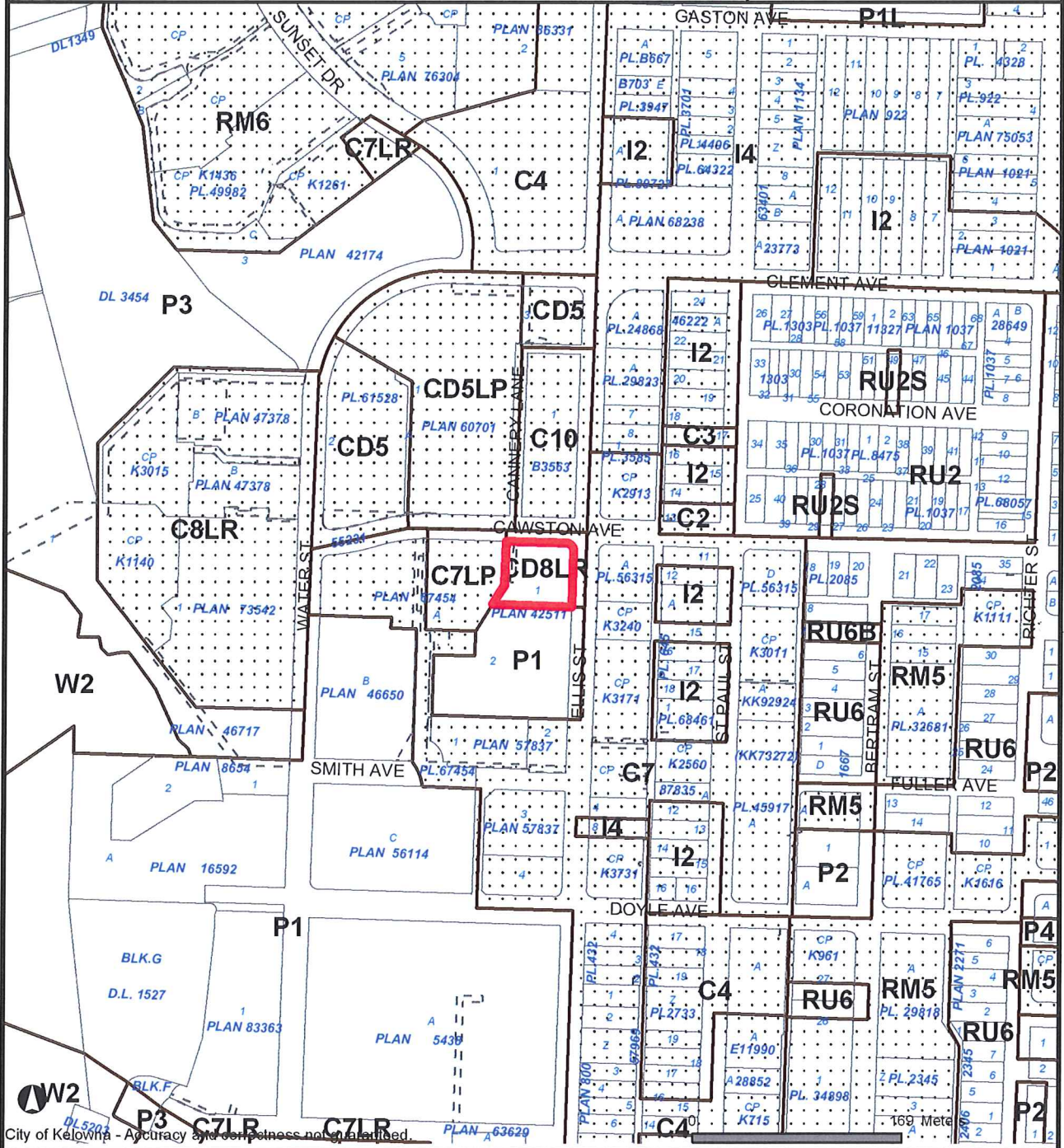
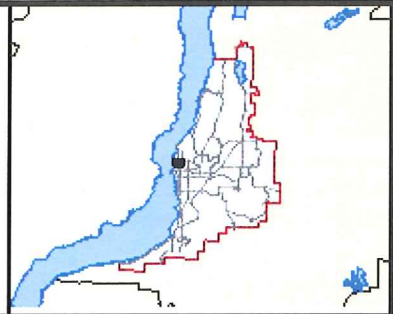
- Location Map
- Applicants Letter of Rationale
- Site plan & Elevations
- Photographs & Heritage Register Information

Date of Application Received: July 29, 2010

Application  
HAP10-0010



Subject Property



City of Kelowna - Accuracy and completeness not guaranteed.

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

2010-07-29

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.

July 29, 2010

City of Kelowna  
Mr. A. Warrender, Planner II, Urban Land Use  
Community Sustainability Division  
Land Use Management

Dear Mr. Warrender,

RE: Development Proposal Application - Heritage Alternation Permit

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Last year the Community Heritage Commission considered HAP09-0002 regarding the proposal to restore the Laurel Packinghouse (originally the BC Growers Packinghouse; see <http://www.kelownamuseum.ca/laurel-packinghouse/index.html> and <http://www.kelowna.ca/iHeritage/Scripts/>) to its original form and character. This included:

- Restoring the original roof line by removing the clerestory windows and the second floor offices
- Rebuilding the exterior loading docks
- Completing considerable structural repairs to restore the lateral and gravity load capacity of the structure and to increase that capacity to approximate contemporary codes

The Commission approved the bulk of the elements of the submission but requested that further research be done to substantiate the proposed sign. Two signs are proposed with the following substantiation.

1. **Ridge Mounted sign:** The Laurel Packinghouse is the largest extent packing house in British Columbia. With the Orchard Museum and Wine Museum as the principal tenants, it is an anchor facility of the agri-Tourism sector in the Okanagan Valley. Once it was surrounded by packinghouses and related businesses in the industrial sector of a young Kelowna. As one of the few vestiges of Kelowna's agricultural beginnings (ca. 1917), it is important that it reflect the character not only of the original building, but of the era. A collection of historical photos taken of the area shows that roof-mounted banner signs were typical of the era. Examples include the Aylmer Brand sign atop what is now "Flashbacks", Okanagan Packers Ltd, Duggan and Davies Ltd, Rowcliffe Canning Co. Ltd. Occidental Cannery Ltd., and Commercial Orchards Ltd. The architectural restoration drawings previously submitted propose a ridge sign to reflect the industrial signage genre that populated the Kelowna's historical skyline. The sign construction would be interpreted as we have done throughout the restoration work wherever a new element has been required. For instance the new through-wall masonry reinforcement and structural reinforcing elements within the building have all been done in mild industrial steel (rather than heavy timber) so that it is easy to distinguish the original structure from the contemporary elements required for structural performance and safety. Similarly, the

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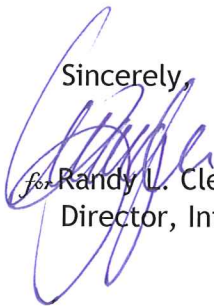
2. **Projecting street level sign**: This non-illuminated sign (2 drawings by the Pattison Sign Group attached) is quite small at 3'0" wide and 3'-7 13/16" high. A photo of a mock-up temporarily installed on the building (while under restoration) is provided. The sign is in character with projecting retail signs of the era. The issue here is that it projects beyond the property line and again, there is no photographic evidence that such a sign was actually mounted on the building.

Approval of the sign proposals is requested.

The \$2.2M reconstruction project is being financed through a partnership with the Department of Canadian Heritage and the City of Kelowna. The prime consulting contract has been awarded to Meiklejohn Architects and the construction management has been awarded to Sawchuk. The work is on schedule. According to the terms of the funding agreement, the reconstruction work must be substantially complete by September 30, 2010.

Approval of this change is requested in advance of that date.

Sincerely,

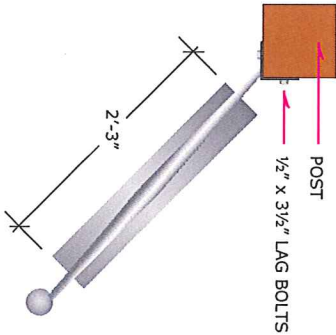
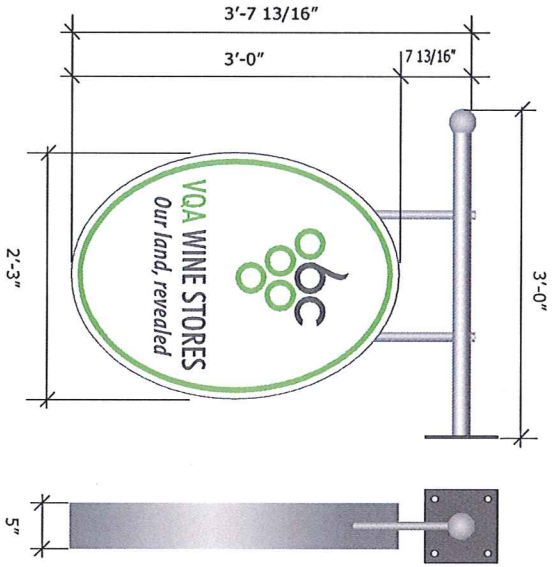


Randy L. Cleveland, MAIBC  
Director, Infrastructure Planning



# SIGN A:

EXTERIOR D/F NON ILLUMINATED LEXAN CHANNEL SHAPED SIGN - PROJECTING AT A 45° ANGLE FROM POST:



TYPICAL PLAN VIEW

## EXTERIOR DE NON ILLUMINATED LEXAN FACEPROJECTING CHANNEL SHAPE SIGN

MANUFACTURE AND INSTALL... EXTERIOR  
 - PROJECTING AT A 45° ANGLE FROM POST:  
 OVERALL SIZE: 3'-0" H+ X 2'-3" W+ X 5" D+ DEEP

### CONSTRUCTION

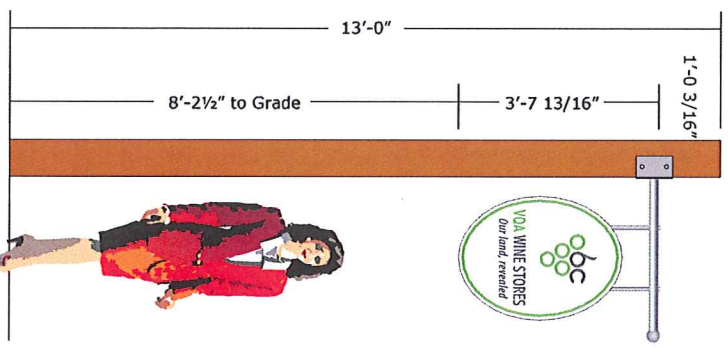
SUBSTRATE: WHITE LEXAN FACE ..... DIGITAL PRINT GRAPHIC FIRST SURFACE APPLICATION  
 LOGOS - PANTONE 360C GREEN & PANTONE 425C GREY ON WHITE BACKGROUND  
 BACKGROUND: WHITE  
 RETURNS: PAINTED PANTONE 425C GREY  
 TRIMCARS: PAINTED PANTONE 425C GREY  
 MOUNTING STRUCTURE, THIN ROUND PIPE SPACERS & EXPOSED PARTS: PAINTED PANTONE 425C GREY

**NOTE: SEE TECH DRAWINGS for MANUFACTURING & FASTENING DETAILS**

**GRAPHICS**  
 LOGOS - PANTONE 360C GREEN & PANTONE 425C GREY  
 BACKGROUND: WHITE

### COLOUR DATA

LOGO DIGITAL PRINT:  
 PANTONE 360C GREEN & PANTONE 425C GREY ON WHITE BACKGROUND  
 PAINT:  
 GREY - TO MATCH PANTONE 425 GREY



TYPICAL SIDE VIEW  
 SCALE: 3/8" = 1'-0"

**PATTISON SIGN GROUP**  
 2710 Kaslo Street  
 Vancouver, BC, Canada V6M 4J1  
 Tel (604) 215-5526  
 Fax (604) 215-0696  
 www.pattisonsign.com

DATE: JULY 15, 2010  
 SKETCH: V10-441 A  
 SALES: JEFF WEICH  
 ARTIST: W. ZAMBERK  
 SCALE: 3/4" = 1'-0"  
 VOLTAGE: N/A  
 PAGE: 1

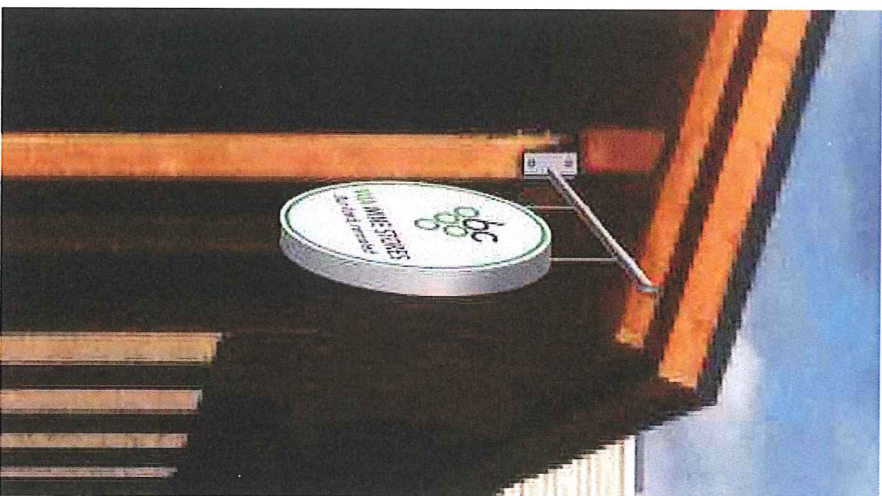
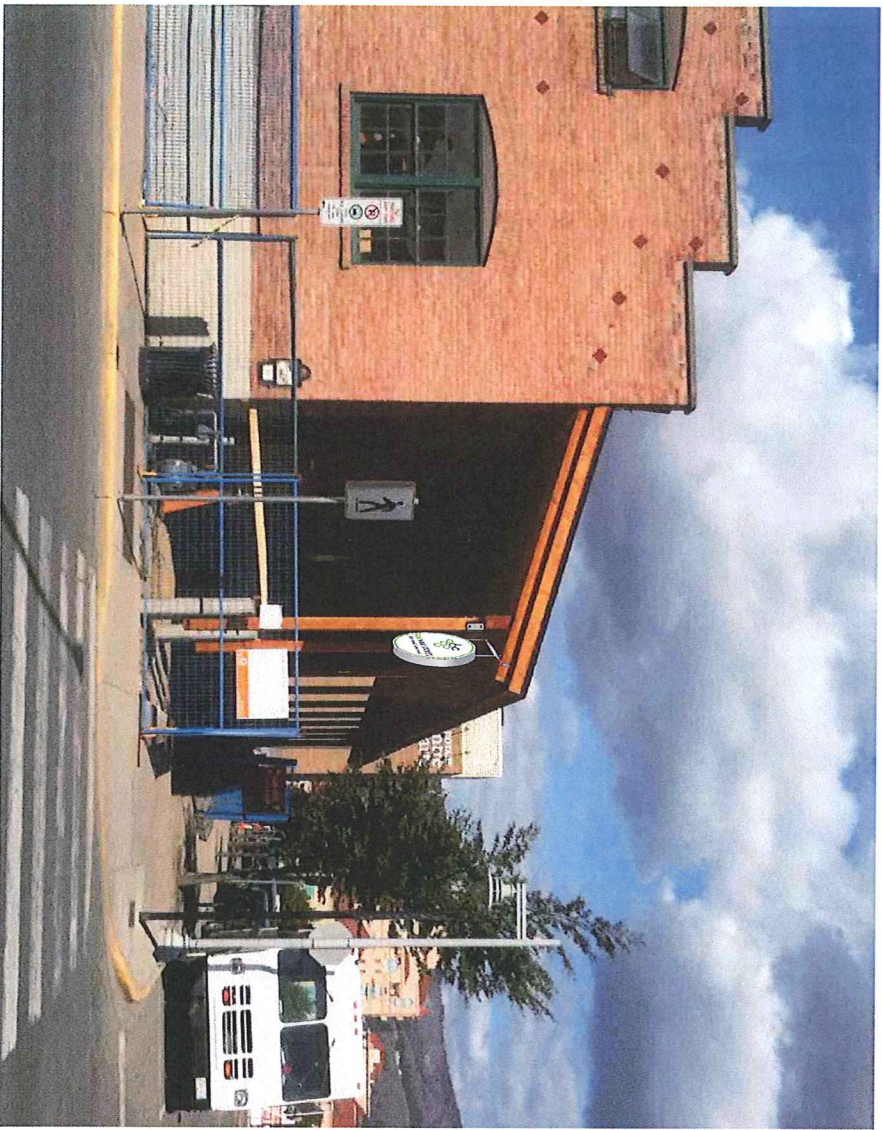
Customer Approval \_\_\_\_\_  
 Landlord Approval \_\_\_\_\_  
 The design depicted herein is the sole property of Pattison Sign Group and is not to be reproduced, copied, or otherwise used without written consent from the company. Actual colour, texture, size and layout may vary slightly due to the properties of materials.

Fluorescent, neon and HID lamps contain Mercury. Dispose of these lamps according to Local, Provincial, State or Federal Laws.

REVISION HISTORY (REFER TO MASTER PRINT)	DATE
1	
2	
3	

BC WINE MUSEUM  
 1304 Ellis Road,  
 KELOWNA, BC

**SITE:**



**PATTISON SIGN GROUP**  
 Vancouver, BC, Canada V5M 4J1  
 Tel: (604) 215-5526  
 Fax: (604) 215-0696  
 www.pattisonsign.com  
 A Division of Jim Pattison Industries Ltd.

DATE: JULY 15, 2010  
 SKETCH: V10-441 SITE  
 SALES: JEFF WELCH  
 ARTIST: W. ZAMBIK  
 SCALE: N.T.S.  
 VOLTAGE: N/A  
 PAGE: 2

Customer Approval \_\_\_\_\_  
 Landlord Approval \_\_\_\_\_

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REVISION HISTORY CHECK TO MASTER SHEET

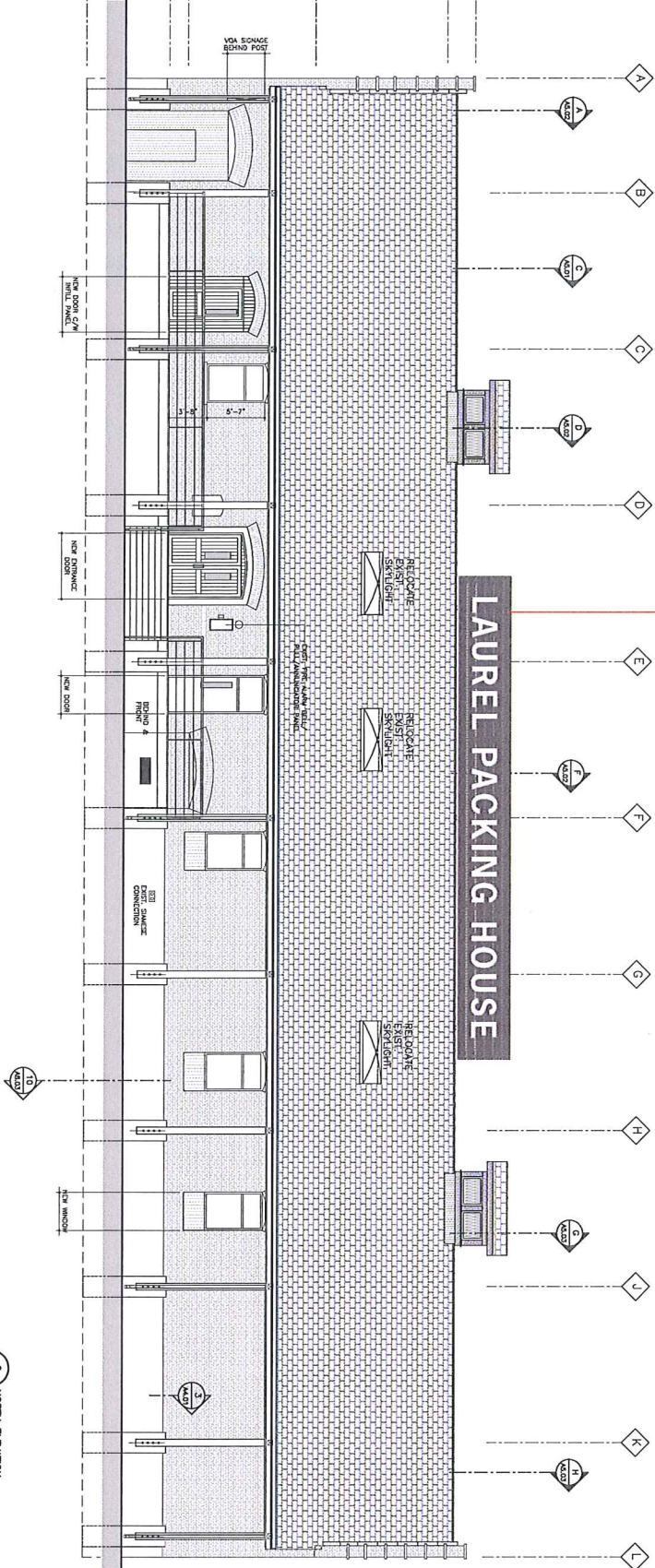
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2	
3	

D/E 1 5 10 5

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**BC WINE MUSEUM**  
 1304 Ellis Road,  
 KELOWNA, BC

Double-faced sign approx. 36' long x 4' high consisting of steel supports @ 4' o.c., zinc-galvanized, six (6) - 2" x 32" x 8" alum. blades, painted; 12" x 24" cut-out alum. letters, painted.



2 NORTH ELEVATION  
K430 SCALE 3/8"=1'-0"

<p>Gallop/Valley 3574 W 13th Avenue Vancouver, B.C. Canada V6R 2S3 T 604/736-1895 e gallopvalley@shaw.ca</p>	
<p>This document contains information proprietary to Gallop/Valley and shall not be reproduced or transferred to other documents, or disclosed to others, or used for any purpose other than that for which it is intended without the prior written permission of Gallop/Valley.</p>	
Project No:	780
Scale:	
Date:	10/08/05
Revisions:	
Project:	Laurel Packing House Sign Program
Dwg. Title:	Road Ridge Sign North Elevation
Sign Type:	
Dwg. No:	SGA4.0111





FACTORY  
NO.  
334

VEGETABLES

**WYLMER**  
BRAND

CANNED FRUITS



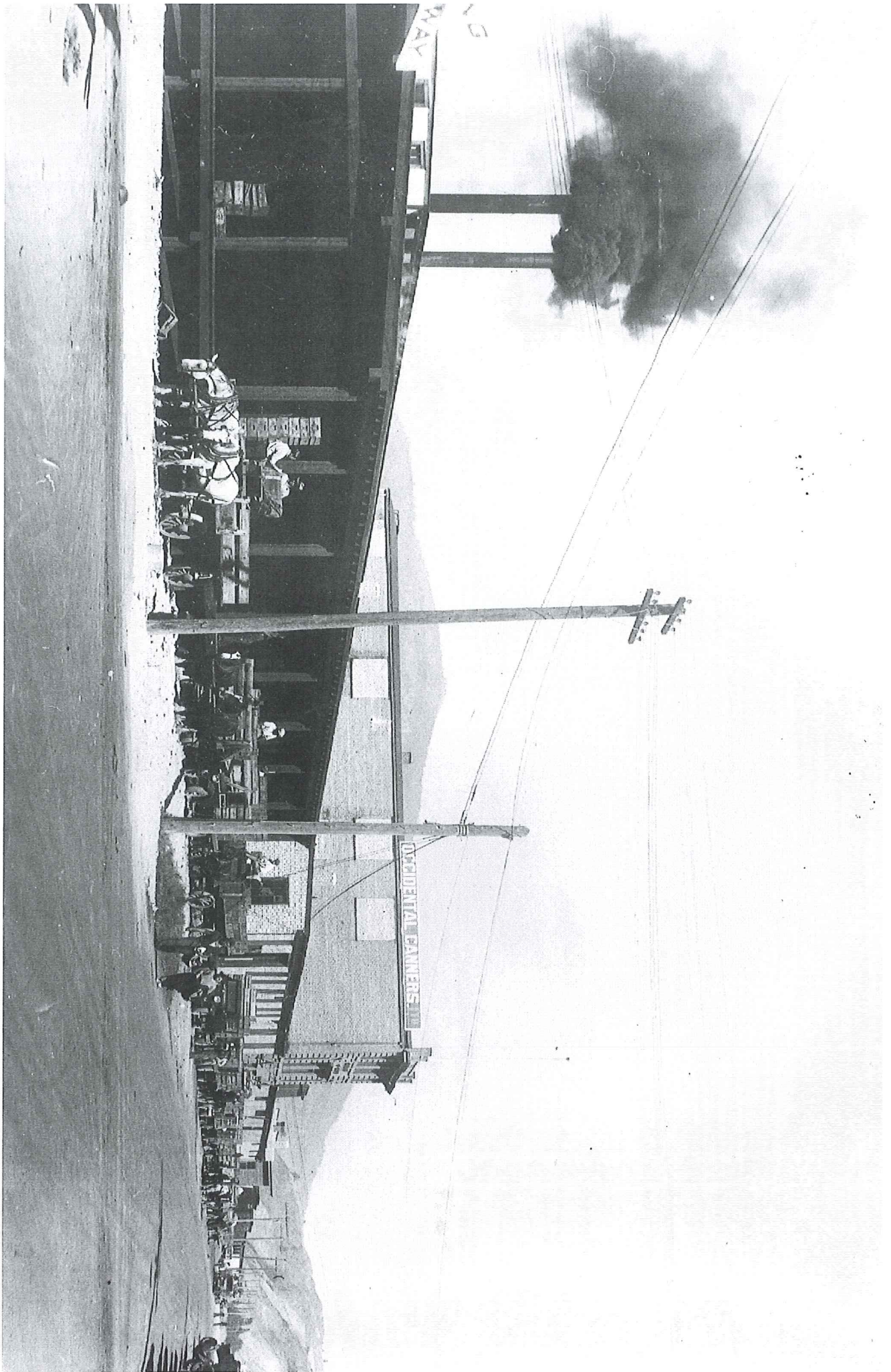


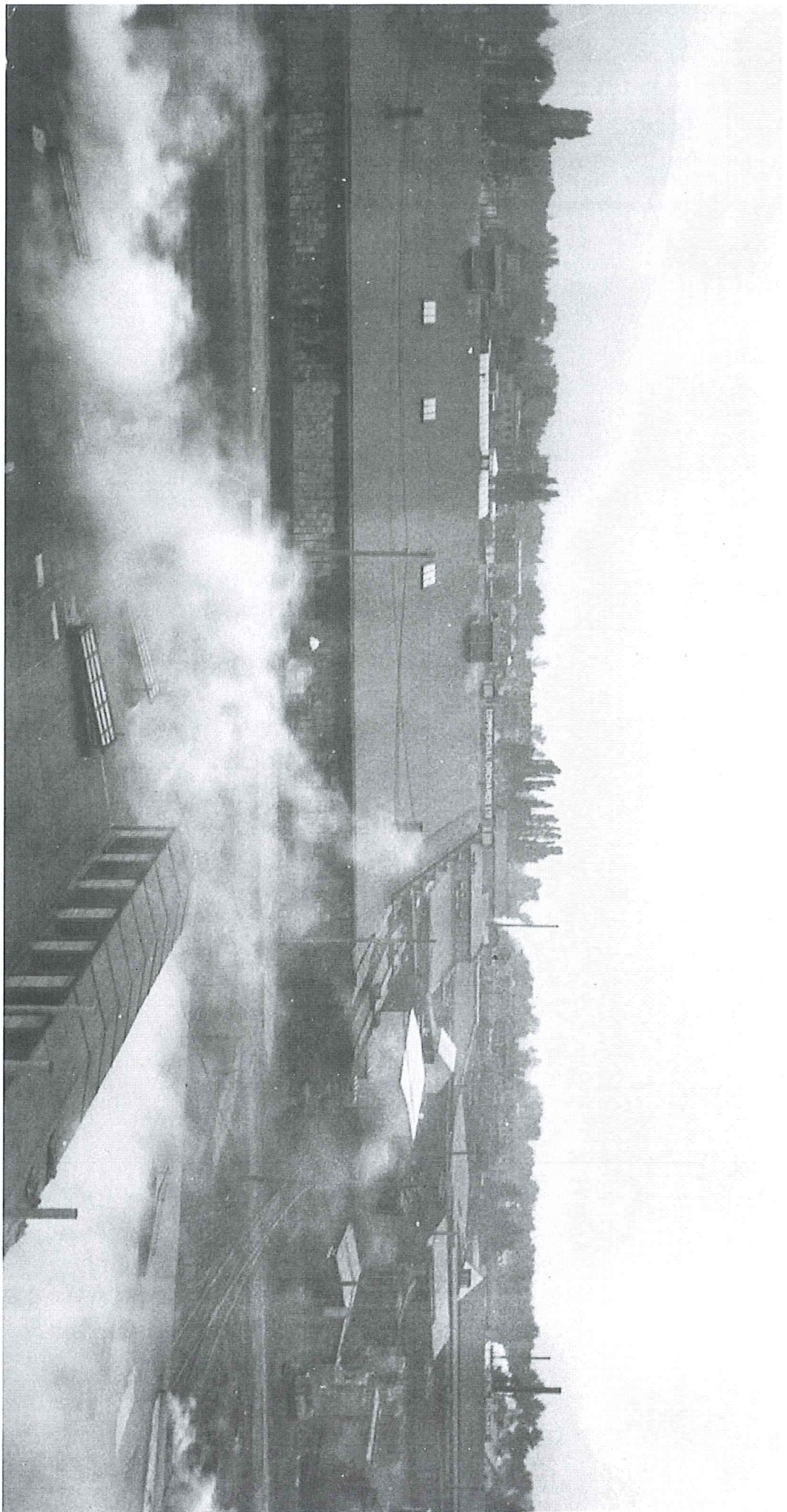


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## Heritage Building

### Heritage Building Information



**Kid:** [362448](#) **Plan:** 42511 **Lot:** 1 **Block:**  
[Map](#)  
**Civic Address:** 1304 Ellis St  
**Neighbourhood:** Downtown  
**Building Name:** BC Growers Packing House  
**Conservation Area:** no  
**Date Built:** 1918  
**Status:** Active

**Historical Significance:** One of the earliest remaining fruit-packing buildings. The building as been restored and houses a museum related to its original function. The alterations reflect the changes over the years in fruit handling and storage.

**History:** Byron McDonald, who came to Kelowna in 1907 as manager of Kelowna Farmers' Exchange, established an independent shipping house, B.C. Growers Ltd., in 1913. The company sold in 1923 during the movement to consolidate the shipping firms, and the building came into the hands of Kelowna Growers Exchange. By 1935 owner was the Crown Fruit Company; during WWII the Laurel Cooperative Union took over and operated it until the 1970s. In 1980s building was converted to an arts facility and orchard/wine museum.

**Architectural Significance:** Very good brick industrial building with an unusual stepped gable. Built by Ward & Baldock.

**Style / Character:** First quarter of the 20th century brick industrial building with some period details: stepped gable, arched window openings. brick lends the structure an air of permanence.

**Design Features:** Long 2 storey industrial building with a raised full length shed-roofed service area. The building is angled to accommodate the railway track. Steeped gable obscures the roofline. Clerestorey on the north (typical in industrial buildings). long spans create large open areas inside for storage and processing.

**Architect:** unknown

**Builder:** Ward & Baldock / J. Harris

**Building Construction:** brick walls, timber frame

**Foundation Construction:** concrete

**Stories:** 2

**Roof Type:** shed, separate shed roof on the siding

**Window types:** DH 6/6 in groups of 2 on 1st storey, awning sash on 2nd storey in groups of 3

**Exterior Wall Material:** brick

**Original Wall Material:** brick

**Exterior Wall Color:** red brick

**Landscape Features:** concrete sidewalk around front and right side, trees and flowers on left, parking at rear

**Associated Buildings:** none

**Alterations Documented:** 1938 cold storage; 1941 cover over unloading doors; 1945 extension of platform; 1960 ramp to first floor, and to basement, and enlarge existing door; 1983

numerous alterations [STREET FILES]

**Alterations Observed:**

converted into museum 1983, some windows bricked over, general upgrading and many minor alterations.

**Site Context:**

Set amid a commercial/light industrial block in the downtown.

**Source:**

STREET FILES; KHRI.

**Additional Notes and Comments:**

**Updates:**

**History Recorder Name:**

David Dendy

**Date Recorded:**

1997-09-03

**Field Recorder Name:**

Leigh-Ann Carter

**Date Recorded:**

1997-08-01

**Photographer:**

Leigh-Ann Carter

**Date Photographed:**

1997-08-01

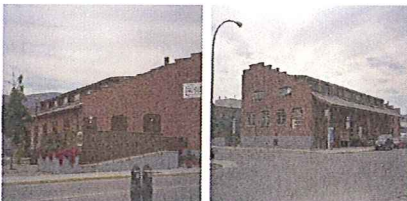
**Photo Reference:**

CD6.116-118

**Main Photo File:**



**Additional Photos:**



**CRHP Inventory:**

[Click Here](#)



Date: 10-Sep-2010 TITLE SEARCH PRINT  
 Requestor: (PG17991) CITY OF KELOWNA  
 Folio: TITLE - KD13684

Time: 11:43:23  
 Page 001 of 002

KAMLOOPS LAND TITLE OFFICE TITLE NO: KD13684  
 FROM TITLE NO: L10693  
 X239007  
 X239008  
 X239009  
 X239010  
 X239011  
 X239012

APPLICATION FOR REGISTRATION RECEIVED ON: 15 FEBRUARY, 1990  
 ENTERED: 16 FEBRUARY, 1990

REGISTERED OWNER IN FEE SIMPLE:  
 CITY OF KELOWNA  
 1435 WATER ST.  
 KELOWNA, B.C.

TAXATION AUTHORITY:  
 CITY OF KELOWNA

DESCRIPTION OF LAND:  
 PARCEL IDENTIFIER: 015-664-392  
 LOT 1 DISTRICT LOT 139 OSOYOOS DIVISION YALE DISTRICT PLAN 42511

LEGAL NOTATIONS: NONE

CHARGES, LIENS AND INTERESTS:

NATURE OF CHARGE  
 CHARGE NUMBER DATE TIME

EASEMENT

KT44193 2002-04-29 13:07  
 REMARKS: PART ON PLAN KAP71076 - APPURTENANT TO LOT A  
 PLAN KAP67454

STATUTORY RIGHT OF WAY

KT123011 2002-11-07 14:19  
 REGISTERED OWNER OF CHARGE:  
 CITY OF KELOWNA  
 KT123011

STATUTORY RIGHT OF WAY

LB395305 2010-07-05 14:11  
 REGISTERED OWNER OF CHARGE:  
 CITY OF KELOWNA  
 LB395305

"CAUTION - CHARGES MAY NOT APPEAR IN ORDER OF PRIORITY. SEE SECTION 28, L.T.A."

DUPLICATE INDEFEASIBLE TITLE: NONE OUTSTANDING

TRANSFERS: NONE

PENDING APPLICATIONS: NONE

Date: 10-Sep-2010  
Requestor: (PG17991)  
Folio:

TITLE SEARCH PRINT  
CITY OF KELOWNA  
TITLE - KD13684

Time: 11:43:23  
Page 002 of 002

\*\*\* CURRENT INFORMATION ONLY - NO CANCELLED INFORMATION SHOWN \*\*\*