

and ultimately adds to the visual clutter of commercial areas. It also creates an environment where businesses feel as though they need to compete with signage and leads to businesses requesting signage variances.

This proposal seeks to allow one additional sign on the west front of the building and to vary the permitted size of signs on the east and west elevations, and on the parapet over the east entrance to the store. Given the modest architectural detail on both the east and west elevations, varying the quantity and size of the signs would not have a substantial impact. The colour proposed for the signs is unobtrusive, with black as the primary colour and green and red accents for the logos.

Staff appreciate that the signs are not rear-light illuminated signs and that reverse channel letters are used that function to sit on the wall. The signs are modestly illuminated using overhead lights that shine down on the sign area which creates very minimal light spillover. Notably, this form of lighting also functions to illuminate the sidewalks adjacent to the storefront to aid pedestrian safety.

The Advisory Planning Commission did not support this application, with the comment that signage should not serve as a remedy for poor architectural design. However, the Capri mall has been in existence prior to the 1970's and was the first of its kind to be built in BC's interior. At that time architectural design was not a major influencing factor. As Extra Foods is a major tenant in the mall, occupying a significant component of the retail space, the additional signs as designed do provide relief to the long flat elevations.

4.0 Proposal

4.1 Project Description

Extra Foods, one of the anchor tenants at the Capri Centre Mall, has recently completed major interior improvements and upgrades to the store. Replacing the exterior signs is part of these improvements. This application seeks to vary the size and quantity of signs.

The proposal compares to the Sign Bylaw 8235 requirements as follows:

CRITERIA	PROPOSAL	C4 SIGN REQUIREMENTS
Awning, Fascia, Canopy signs	<ul style="list-style-type: none"> • 3 signs proposed for west elevation ① • 2 sign proposed for east elevation 	2 signs per business frontage a. maximum total area is 0.8 m ² per lineal metre of building frontage to a maximum of 20% of the wall it is attached to.
	Total of area of all west signs = 56.12 m ² ②	West elevation is permitted a maximum of 36.3 m ² of signage.
	East elevation "President's Choice" sign total area = 65.6m ² ③	The east elevation is permitted a maximum of 31.2 m ² .
	East elevation parapet "Extra Foods" sign = 9.168m ² ④	For the parapet over the east entrance a maximum of 2.88 m ² is permitted.
Free-standing	1 sign on Gordon Drive frontage	Maximum of 1 sign

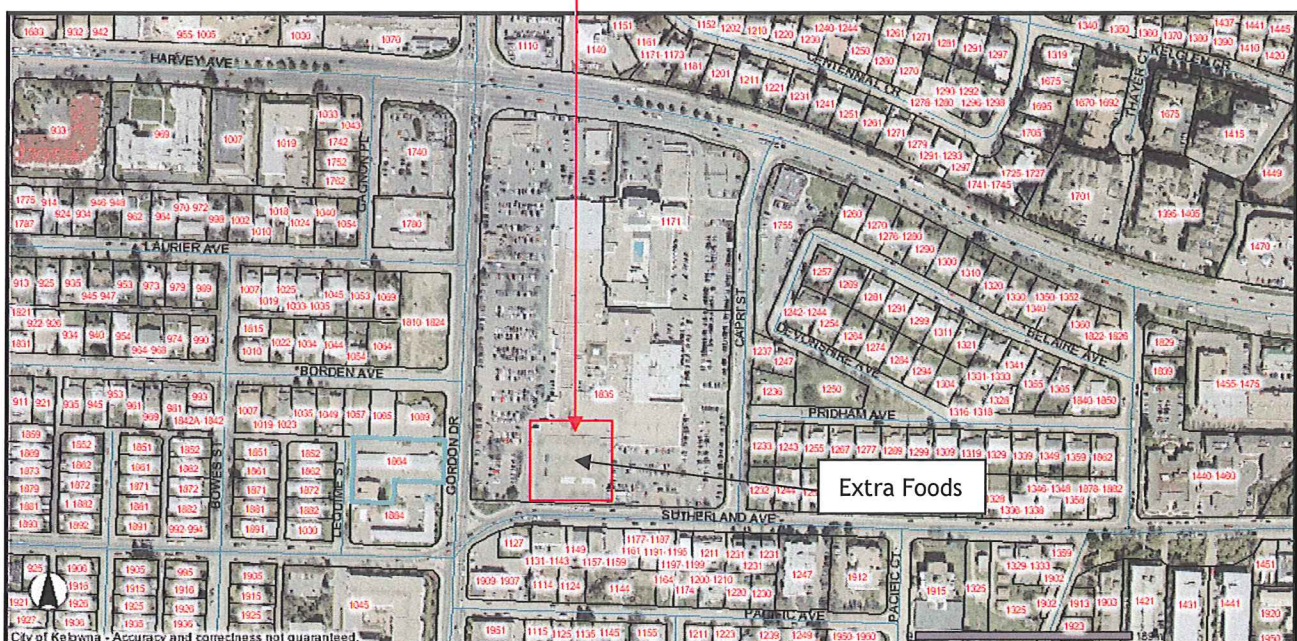
- ① To vary the permitted number of signs along the west business frontage from 2 signs permitted to 3 signs proposed
- ② To vary the size of the proposed signage on the west elevation from 36.3m² permitted to 56.12m² proposed.
- ③ To vary the size of the proposed signage on the east elevation from 31.2m² permitted to 65.6m² proposed.
- ④ To vary permitted size of the proposed ‘Extra Foods’ sign from 2.88m² permitted to 9.168m² proposed.

4.2 Site Context

The subject property is the Capri Mall located in the Capri Village Centre on east side Gordon Drive at Harvey Avenue. The adjacent land uses are as follows:

Direction	Zoning Designation	Land Use
North	C4 - Urban Centre Commercial C4lr - Urban Centre Commercial (Retail Liquor Sales)	Commercial
East	C4lr- Urban Centre Commercial (Retail Liquor Sales) C4 - Urban Centre Commercial RU6- Two Dwelling Housing	Commercial Residential
South	C4rls - Urban Centre Commercial (Retail Liquor Sales) C4 - Urban Centre Commercial RM5 - Medium Density Multiple Housing	Commercial Residential
West	C4rls - Urban Centre Commercial C9 - Tourist Commercial P2 -Education and Minor Institutional (2 separate sites)	Commercial vacant Church

4.3 Subject Property: 1835 Gordon Drive



City of Kelowna - Accuracy and correctness not guaranteed.

5.0 Current Development Policy

Kelowna 2020 - Official Community Plan

- 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.
- All development should provide visual interest and human scale.
- All development should contribute to a sense of community identity and sense of place (integration of development within larger community, belonging, community cohesiveness).

6.0 Technical Comments

6.1 Building & Permitting Department

We have no concerns with the number of signs being varied.

6.2 Development Engineering Department

The application does not compromise our servicing requirements.

7.0 Application Chronology

Date of Application Received: December 7, 2010

Advisory Planning Commission:

The above noted application was reviewed by the Advisory Planning Commission at the meeting on January 18, 2011 and the following recommendations was passed:

THAT the Advisory Planning Commission NOT support Development Variance Application No. DVP10-0166, for 1835 Gordon Drive to vary the number and size of signs proposed for the east and west elevations of a retail building.

Anecdotal Comment:

The Advisory Planning Commission was not supportive of the development variance because signage should not serve as a remedy for poor architectural design.

Report prepared by:


Birte Decloux, Urban Land Use Planner

Reviewed by:



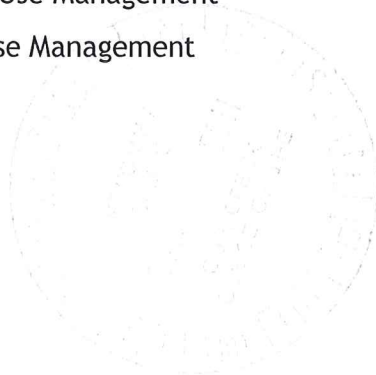

Danielle Noble Manager, Urban Land Use Management

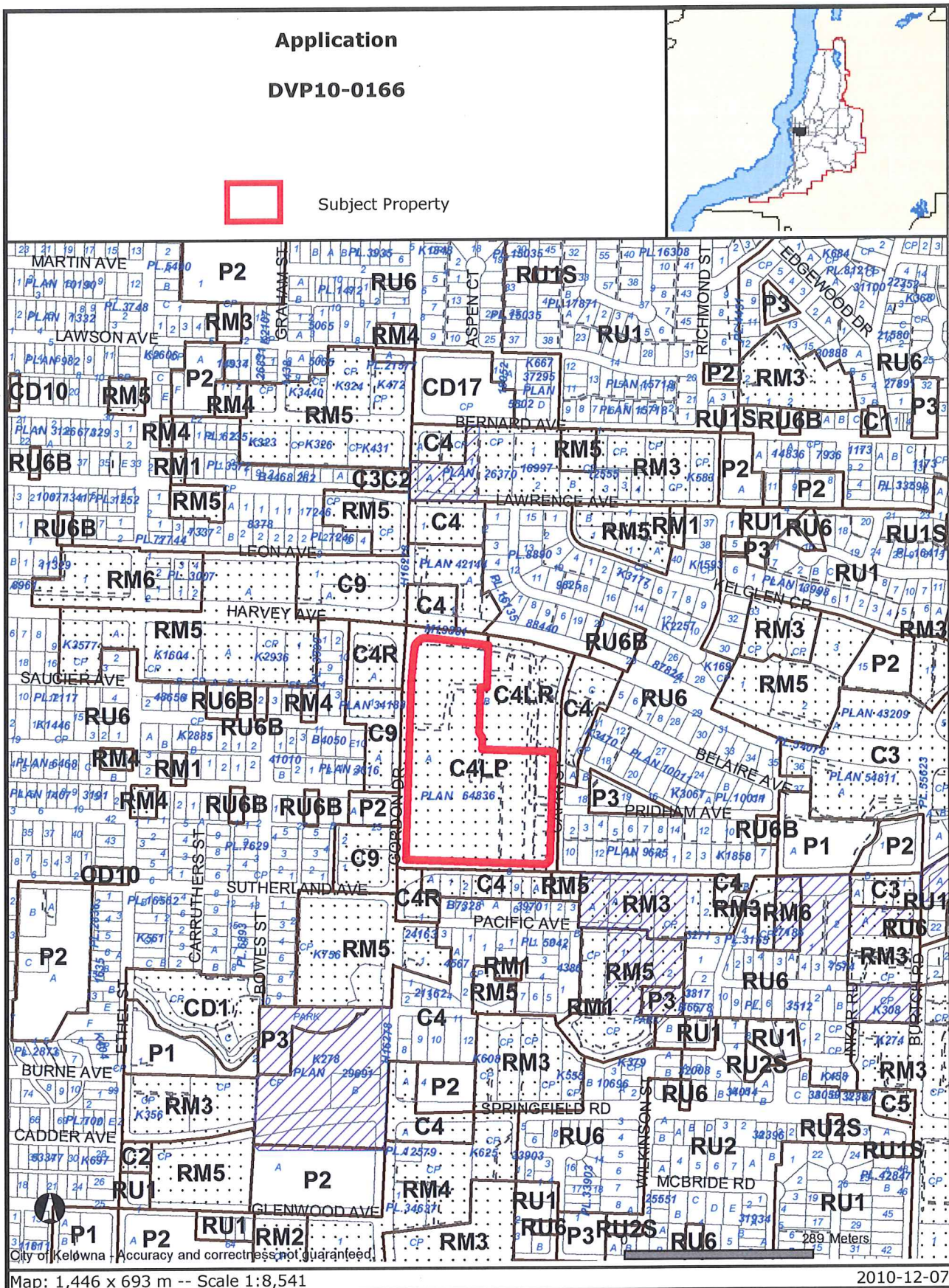
Approved for Inclusion:

Shelley Gambacort, Director, Land Use Management

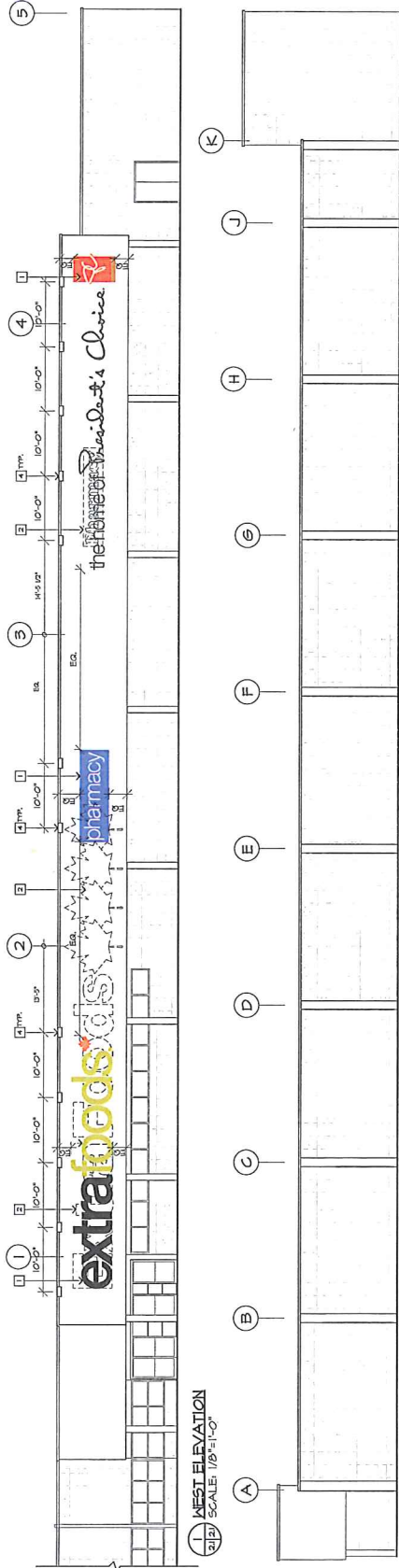
Attachments:

Site Plan
Conceptual Elevations
Current and past photos





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.



GENERAL NOTES:

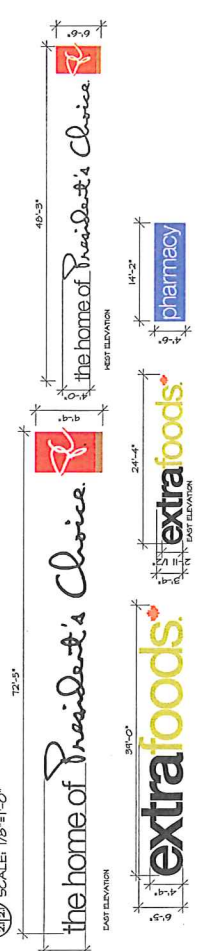
1. VERIFY ALL DIMENSIONS FOR SIGNAGE PROP. AND APPLICATION OF ALL FINISHES.
2. ALL MATERIALS TO BE APPLIED BY SPRAY METHOD.
3. PREPARE MASH AND PREPARE DUELING PRIOR TO STARTING FINISHES.

EXTERIOR ELEVATIONS REMARKS:

1. NSI SIGNAGE SHIP-LED AND INSTALLED BY G.C. TO BE SHOWN TO ARCHITECT FOR APPROVAL REPRESENTATIVE WITH LOCAL PROJECT MANAGER.
2. REMOVE EXISTING SIGNAGE, FINISH AND MAKE GOODS MATCH THIS PAGE. FINISHES TO BE MATCHED TO EXISTING ON EXTERIOR LIGHT FIXTURES. SIGNAGE ARE FRESH COLOURS OF 2010 AND DETAILS A & B ON THIS PAGE.
3. EXTERIOR LIGHT FIXTURES SHALL BE INSTALLED ON 2010 AND DETAILS A & B ON THIS PAGE.

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

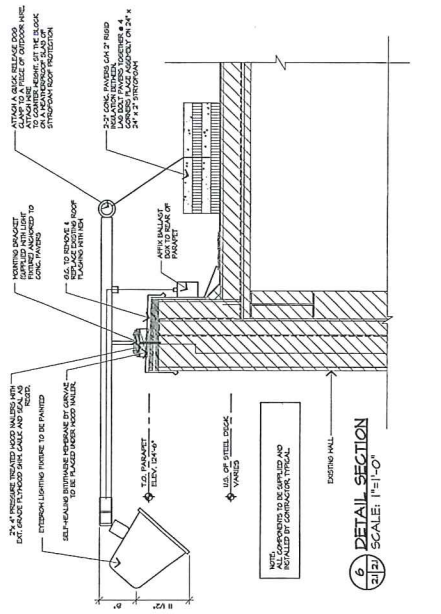
3 EAST ELEVATION
SCALE: 1/8"=1'-0"



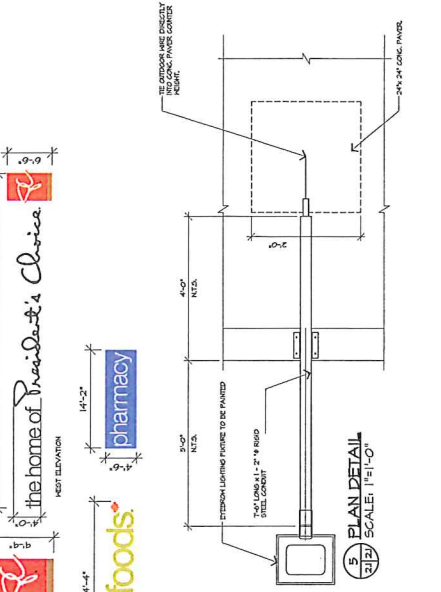
4 SIGNAGE DETAILS
SCALE: 1/8"=1'-0"

EXTERIOR COLOUR SCHEDULE:

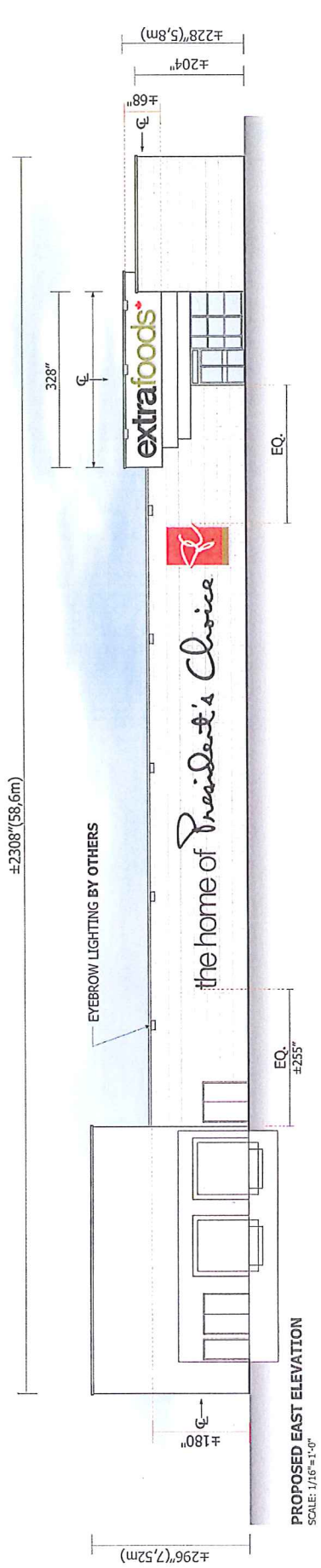
FINISH	EXISTING COLOURS	2010 COLOURS
FAÇADE	WHITE BLOCK	2010 WHITE BLOCK
EXTERIOR LIGHTS	FL 242 NAVY BLUE (S) TO FINISH	NAVY BLUE (S) TO FINISH
LANDING DOOR DOORS	PAVING (2) COOL GREY	PAVING (2) COOL GREY
FRAMING CAP FLASHING	BENJAMIN MOORE (L) AND STORE SEARTH	BENJAMIN MOORE (L) AND STORE SEARTH
DOOR HANDS	TO REMAIN AS IS	TO REMAIN AS IS
STAINLESS STEEL HANDLES	TO REMAIN AS IS	TO REMAIN AS IS
STAINLESS STEEL HANDLES	TO REMAIN AS IS	TO REMAIN AS IS
ENTRANCE DOORS	ANODIZED ALUMINUM	ANODIZED ALUMINUM
ENTRANCE DOORS	ANODIZED ALUMINUM	ANODIZED ALUMINUM
ENTRANCE DOORS	ANODIZED ALUMINUM	ANODIZED ALUMINUM
ENTRANCE DOORS	ANODIZED ALUMINUM	ANODIZED ALUMINUM
ENTRANCE DOORS	ANODIZED ALUMINUM	ANODIZED ALUMINUM
ENTRANCE DOORS	ANODIZED ALUMINUM	ANODIZED ALUMINUM



6 DETAIL SECTION
SCALE: 1"=1'-0"



5 PLAN DETAIL
SCALE: 1"=1'-0"



PROPOSED EAST ELEVATION
SCALE: 1/16" = 1'-0"

±48 1/2" (1.23m) ±35 1/2" (e) ±14 1/2" ±35 1/4" (s) ±5 1/2" ±17 1/2" ±8" ±293" (7.44m) ±117" (2.97m) 83 1/2" 77 3/4" 869" (22m) 83 1/2" ±228" (5.8m) ±204" ±68" EQ. EQ. EQ.

±72" **extrafoods**  the home of President's Choice 

D NEW NON ILLUMINATED REVERSE CHANNEL LETTERS **X1**
Scale: 3/16" = 1'-0" **9,168**
Area: **±16.67 ft² or ±1.54 m²**
Weight: **±15 Lbs PER LETTER**
Total Weight: **±155 Lbs**
Projection: **1 1/2"**
PMS384 Black PMS485

E NEW NON ILLUMINATED REVERSE CHANNEL LETTERS **1X**
Scale: 1/16" = 1'-0" **65,595**
Area: **±288.5 ft² or ±26.8 m²**
Weight: **±12 Lbs PER LETTER**
Total Weight: **±320 Lbs**
Projection: **1 1/2"**
REG PMS 485C GOLD PMS 874C



International Neon

EXISTING

ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY

CLIENT: LOBLAW PROPERTIES LIMITED
ADDRESS: 1 PRESIDENT'S CHOICE CIRCLE
CITY: BRAMPTON, ONTARIO P.C.: L6Y 5S5
TEL: (905) 459-2500 FAX: (905) 459-2500

SITE: Extra Foods • #9047 Kelowna, BC
ADDRESS: 1835 GORDON DRIVE
CITY: KELOWNA, BC P.C.:
TEL: FAX:

DRAWING: Extra Foods • #9047 Kelowna, BC
DATE: REV. DATE:
SCALE: DRAWN BY:
DIR: W/P20101ubhars GrantstExtraFoods9047 KELOWNA BC/Elec/Signage

1-800-906-NEON

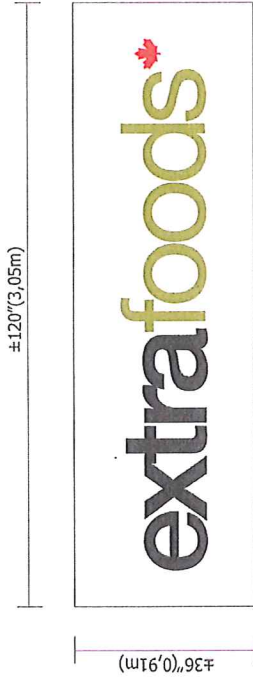


NOTE: G.C. TO REUSE EXISTING OUTRIGGER LIGHTS FOR NEW SIGNS REPLACE BURNT OUT/NON-OPERABLE LIGHTS WITH NEW



PROPOSED PYLON
SCALE: NTS

EXISTING PYLON
SCALE: NTS



F NEW REPLACEMENT PLASTIC FACE - X2

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

Area: 251.88 ft² or 23,4 m²

- PMS384
- Black
- PMS365

ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY



CLIENT: LOBLAW PROPERTIES LIMITED
 ADDRESS: 1 PRESIDENT'S CHOICE CIRCLE
 CITY: BRAMPTON, ONTARIO P.C.: L6Y 5S5
 TEL: (905) 459-2500 FAX: (905) 459-2500

SITE: Extra Foods - #9047 Kelowna, BC
 ADDRESS: 1835 GORDON DRIVE
 CITY: KELOWNA, BC P.C.:
 TEL: FAX:

DRAWING:
 DATE: REV. DATE:
 SCALE: DRAWN BY:
 DIR: WIP2010.Loblaw.Brant@ExtraFoods#9047 KELOWNA BC/Eber/Spage



Extra Foods • #9047 Kelowna, BC

1-800
 906
 NEON



EXISTING PYLON
SCALE: NTS



EXISTING WEST ELEVATION
SCALE: NTS



EXISTING EAST ELEVATION
SCALE: NTS

ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY



CLIENT: LOBLAW/PROPERTIES LIMITED
ADDRESS: 1 PRESIDENT'S CHOICE CIRCLE
CITY: BRAMPTON, ONTARIO, P.C.: L6Y 5S5
TEL: (905) 459-2500 FAX: (905) 459-2500

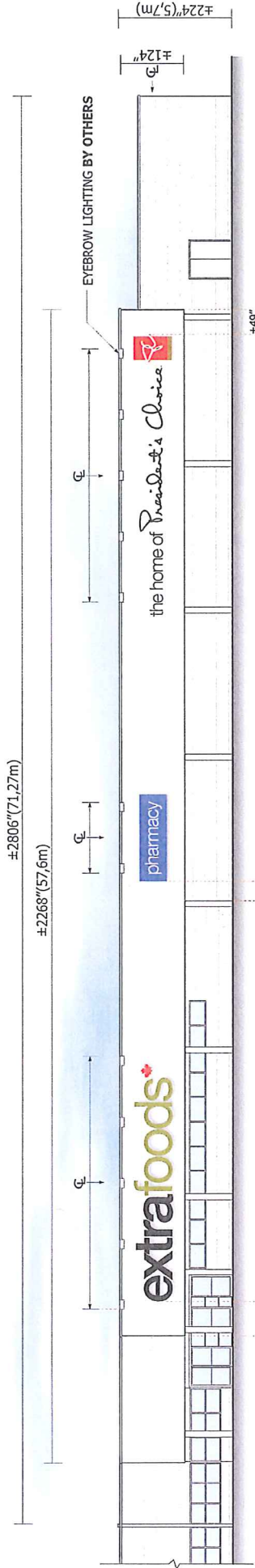
SITE: Extra Foods # 9047 Kelowna, BC
ADDRESS: 1835 GORDON DRIVE
CITY: KELOWNA, BC P.C.:
TEL: FAX:

DRAWING:
DATE: REV. DATE:
SCALE: DRAWN BY:
DIP: W/P2010(Loblaws Brands)(Extra Foods)(9047 KELOWNA BC)(Rev)(Signage)



Extra Foods # 9047 Kelowna, BC

1-800
906
NEON



PROPOSED WEST ELEVATION
SCALE: 1/16"=1'-0"

A NEW NON ILLUMINATED REVERSE CHANNEL LETTERS **X1**
 Scale: 1/8" = 1'-0"
 Area: 251.88 ft² or 23,4 m²
 Weight: ±33 Lbs PER LETTER
 Total Weight: ±550 Lbs
 Projection: 1 1/2"
 PMS394 Black PMS485

±77 1/2" (1,97m)
 ±56 3/4" (e)
 ±12 1/2"
 ±468" (11,89m)
 ±9"
 ±27 3/4"
 ±56 1/2" (s), 1,91m

pharmacy
 54" (1,37m)
 170" (4,32m)

B NEW NON-ILLUMINATED FLEXIBLE FACE SIGN **1X**
 Scale: 3/16" = 1'-0"
 Area: 63.75 ft² or 5,92 m²
 Weight: ±155 Lbs
 Projection: 2 1/2"
 PANTONE 2935 3M: 3600-167

553 7/8" (14,04 m)
 487 1/2"
 60"
 the home of President's Choice
 75" (1,91 m)

C NEW NON ILLUMINATED REVERSE CHANNEL LETTERS **1X**
 Scale: 1/8" = 1'-0"
 Area: 288.5 ft² or 26,8 m²
 Weight: ±5 Lbs PER LETTER
 Total Weight: ±75 Lbs
 Projection: 1 1/2"
 RED PMS 485C GOLD PMS 874C



EXISTING
N/S



NOTE: G.C. TO REUSE EXISTING OUTRIGGER LIGHTS FOR NEW
 SIGNS REPLACE BURNT OUT/NON-OPERABLE LIGHTS WITH NEW

ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY

CLIENT: LOBLAW PROPERTIES LIMITED	SITE: Extra Foods • #9047 Kelowna, BC
ADDRESS: 1 PRESIDENT'S CHOICE CIRCLE BRAMPTON, ONTARIO, P.C.: L6Y 5S5	ADDRESS: 1835 GORDON DRIVE KELOWNA, BC P.C.:
TEL: (905) 459-2500 FAX: (905) 459-2500	TEL: _____ FAX: _____

DRAWING: DATE: _____ REV. DATE: _____
 SCALE: _____ DRAWN BY: _____
 DIR: WPT2010\ubhavis Brandis\ExtraFoods\9047 KELOWNA BC\EleV\Signage

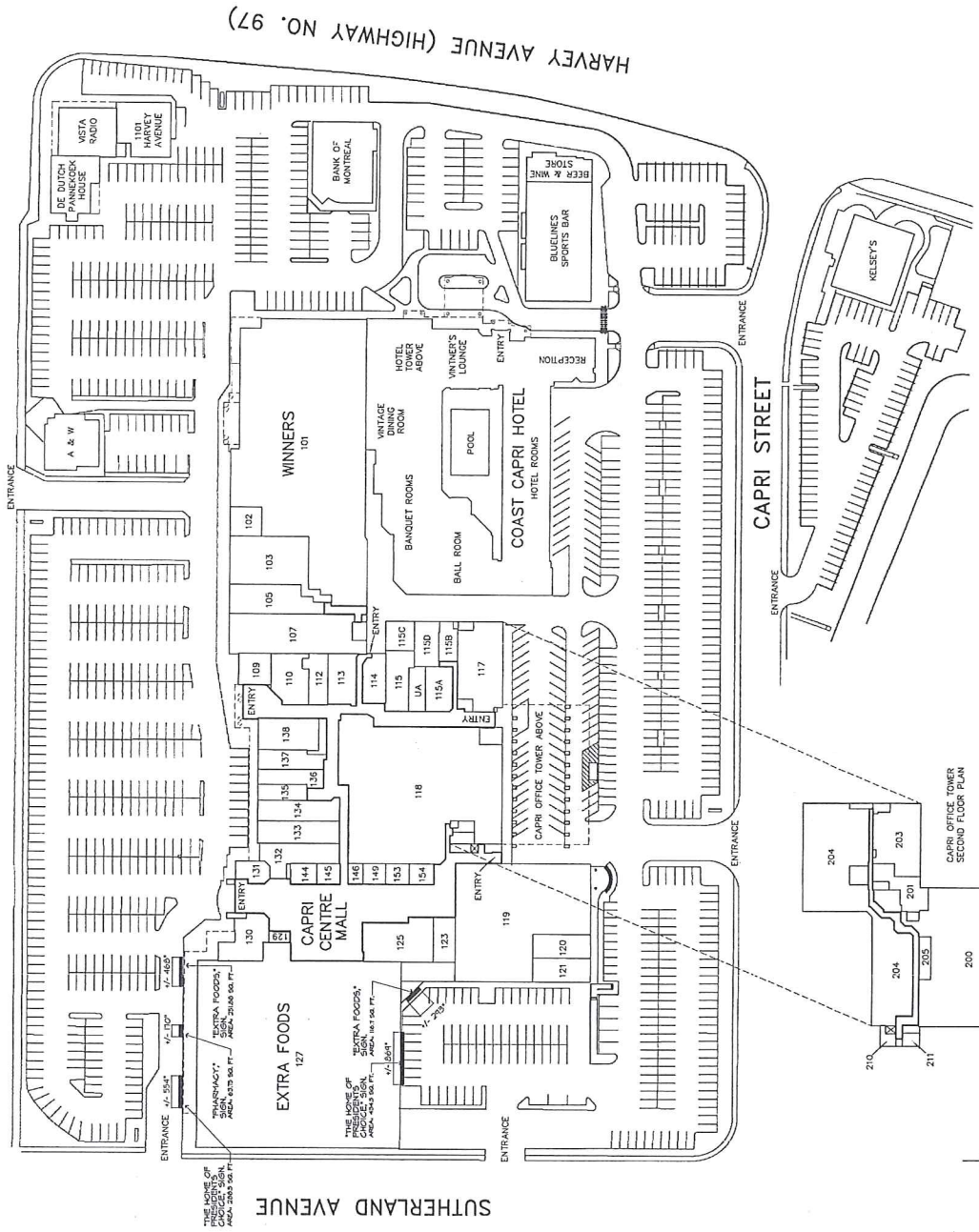
Extra Foods • #9047 Kelowna, BC

1-800-906-NEON

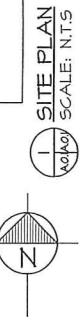


CAPRI CENTRE MALL AND COAST CAPRI HOTEL
KELOWNA, B.C.

GORDON DRIVE



CLIENT: CAPRI CENTRE MALL	DRAWN BY: POG
DATE: NOVEMBER 3, 2008	I.E. Ferguson Ltd. Surveying Ltd.
SCALE: 1 INCH = 75 FEET	404-100 PANDORY STREET, KELOWNA, B.C.
FILE: 16220	PHONE: (250) 868-3115
	FAX: (250) 868-3115

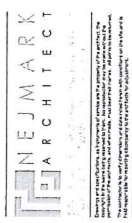


CAPRI OFFICE TOWER
SECOND FLOOR PLAN

SITE PLAN
SCALE: N.T.S.

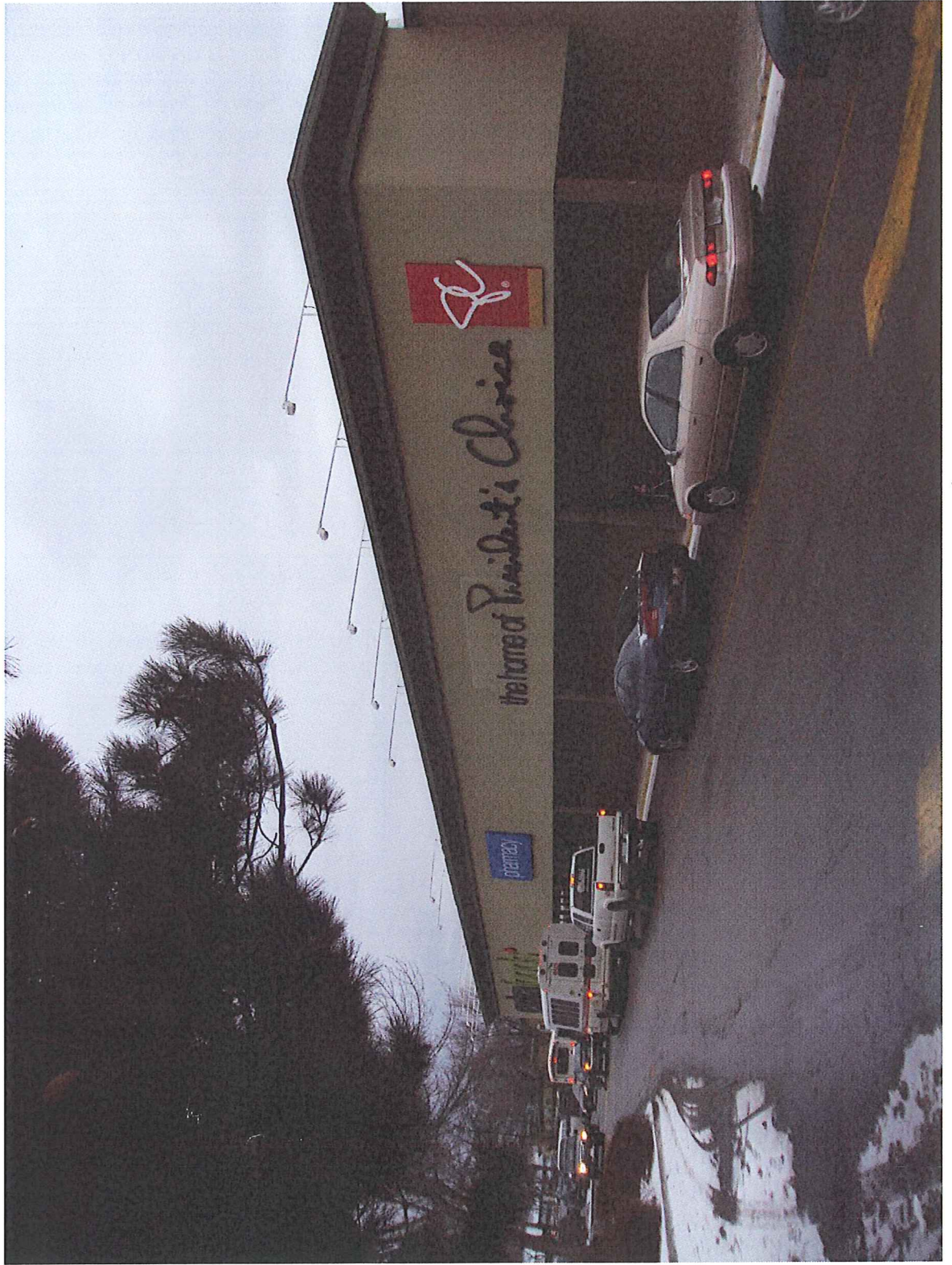
FOR REFERENCE ONLY

ISSUED FOR APPROVAL	DATE	BY
NO. ISSUED FOR APPROVAL	DATE	BY
DRAWN BY: 2M	DATE: OCTOBER 1, 2010	BY
PRINTING DATE: OCTOBER 1, 2010		



PROJECT TITLE:
extrafoods
STORE NO. 827
INTERIOR ALTERATIONS
185 GORDON DRIVE
KELOWNA, BRITISH COLUMBIA
FOR LOCALITY PROPERTIES WEST
SITE PLAN & SIGNAGE LOCATIONS

COMMISSION NUMBER: 1066
SHEET NUMBER: A.0.1







CITY OF KELOWNA

APPROVED ISSUANCE OF A:

Development Variance Permit No. : DVP10-0166

EXISTING ZONING DESIGNATION:	C4lp – Urban Centre Commercial (Liquor Primary)
WITHIN DEVELOPMENT PERMIT AREA:	N/A

ISSUED TO: RG Properties (Applicant: Nejmark Architect Inc. (Sylvia Moura))
LOCATION OF SUBJECT SITE: 1835 Gordon Drive

	LOT	D.L.	PLAN	SECTION	TOWNSHIP	DISTRICT
LEGAL DESCRIPTION:	A	137	KAP64836			ODYD

SCOPE OF APPROVAL

- This Permit applies to and only to those lands within the Municipality as described above, and any and all buildings, structures and other development thereon.
- This Permit is issued subject to compliance with all of the Bylaws of the Municipality applicable thereto, except as specifically varied or supplemented by this Permit, noted in the Terms and Conditions below.
- Applicants for Development and Development Variance Permit should be aware that the issuance of a Permit limits the Applicant to be in strict compliance with regulations of the Zoning Bylaw or Subdivision Control Bylaw unless specific Variances have been authorized by the Permit. No implied Variances from bylaw provisions shall be granted by virtue of drawing notations which are inconsistent with bylaw provisions and which may not have been identified as required Variances by the Applicant or City staff.

1. TERMS AND CONDITIONS:

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

Section 6.1 - Number of Signs and maximum permitted area of signs in the C4 zone:

1. To vary the permitted number of signs along the west business frontage from 2 signs permitted to 3 signs proposed and to vary the size of the proposed signage from 36.3m² permitted to 56.12m² proposed.
2. To vary the size of the proposed signage on the east elevation from 31.2m² permitted to 65.6m² proposed.
3. To vary the permitted size of the proposed "Extra Foods" sign on the parapet over the east entrance from 2.88m² permitted to 9.168m² proposed.

2. The development shall commence by and in accordance with an approved Building Permit within ONE YEAR of the date of the Municipal Council authorization resolution.

3. PERFORMANCE SECURITY:

As a condition of the issuance of this Permit, Council is holding the security set out below to ensure that development is carried out in accordance with the terms and conditions of this Permit. Should any interest be earned upon the security, it shall accrue to the Permittee and be paid to the Permittee if the security is returned. The condition of the posting of the security is that should the Permittee fail to carry out the development hereby authorized, according to the terms and conditions of this Permit within the time provided, the Municipality may use the security to carry out the work by its servants, agents or contractors, and any surplus shall be paid over to the Permittee, or should the Permittee carry out the development Permitted by this Permit within the time set out above, the security shall be returned to the Permittee. There is filed accordingly:

- (a) Cash in the amount of \$ n/a .
- (b) A Certified Cheque in the amount of \$ n/a .
- (c) An Irrevocable Letter of Credit in the amount of \$ n/a .

Before any bond or security required under this Permit is reduced or released, the Developer will provide the City with a statutory declaration certifying that all labour, material, workers' compensation and other taxes and costs have been paid.

4. DEVELOPMENT:

The land described herein shall be developed strictly in accordance with the terms and conditions and provisions of this Permit and any plans and specifications attached to this Permit which shall form a part hereof.

If the Permittee does not commence the development Permitted by this Permit within one year of the date of this Permit, this Permit shall lapse.

This Permit is not transferable unless specifically Permitted by the Municipality. The authorization to transfer the Permit shall, if deemed acceptable, be granted by Council resolution.

THIS Permit IS NOT A BUILDING Permit.

5. APPLICANT'S AGREEMENT:

I hereby declare that all the above statements and the information contained in the material submitted in support of this Permit are to the best of my belief, true and correct in all respects. Upon issuance of the Permit for me by the Municipality, then in such case, I covenant and agree to save harmless and effectually indemnify the Municipality against:

- (a) All actions and proceedings, costs, damages, expenses, claims, and demands whatsoever and by whomsoever brought, by reason of the Municipality granting to me the said Permit.
- (b) All costs, expenses, claims that may be incurred by the Municipality if the construction by me of engineering or other types of works as called for by the Permit results in damages to any property owned in whole or in part by the Municipality or which the Municipality by duty or custom is obliged, directly or indirectly in any way or to any degree, to construct, repair, or maintain.

I further covenant and agree that should I be granted a Development Permit or Development Variance Permit, the Municipality may withhold the granting of any occupancy Permit for the occupancy and/or use of any building or part thereof constructed upon the hereinbefore referred to land until all of the engineering works or other works called for by the Permit have been completed to the satisfaction of the Municipal Engineer and Director of Land Use Management.

Should there be any change in ownership or legal description of the property, I undertake to notify the Land Use Management Department immediately to avoid any unnecessary delay in processing the application.

I HEREBY UNDERSTAND AND AGREE TO ALL THE TERMS AND CONDITIONS SPECIFIED IN THIS PERMIT.

Signature of Owner/Authorized Agent

Date

Print Name in Bold Letters

Telephone No.

6. APPROVALS:

DEVELOPMENT VARIANCE PERMIT AUTHORIZED BY COUNCIL ON THE ____th DAY OF FEBRUARY, 2011.

ISSUED BY THE LAND USE MANAGEMENT DEPT. OF THE CITY OF KELOWNA THE ____TH DAY OF FEBRUARY 2011.

Shelley Gambacort
Director of Land Use Management