

# Memo



**Date:** August 10, 2011

**To:** City Manager

**From:** Land Use Management, Community Sustainability (BD)

**Application:** TA11-0007

**Address:** CD2 -Kettle Valley Boundary

**Applicant:** New Town Architectural Services Inc.(P. Schuster)

**Subject:** Text Amendment

**Existing Zone:** CD2 - Kettle Valley Comprehensive Residential Development

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## 1.0 Recommendation

THAT Zoning Bylaw Text Amendment No. TA11-0007 to amend City of Kelowna Zoning Bylaw No. 8000, by amending the signage regulations of the CD2 (Kettle Valley) zone for signage to refer to C3- Community Commercial regulations of the Sign Bylaw instead of C2-Neighbourhood Commercial as outlined in the report of the Land Use Management Department dated August 10, 2011 be considered by Council;

THAT Zoning Bylaw Text Amendment No. TA11-0007 be forwarded to a Public Hearing for further consideration.

## 2.0 Summary

This application proposes to amend the signage regulations of the CD2 (Kettle Valley) zone for signage to refer to C3- Community Commercial regulations of the Sign Bylaw instead of C2-Neighbourhood Commercial.

## 3.0 Land Use Management

The commercial building owner is seeking to change the signage regulations referenced in the CD2 (Kettle Valley) zone to permit a greater number of signs for their tenants. In the current regulations, only one sign is permitted per building front, thus only one of the multiple tenants may have a sign for their business. Staff generally do not support the addition of signs to commercial sites, however given the design criteria mandated by the Village of Kettle Valley, it is felt that additional signage will not detract from the architectural merits of the buildings. The building scheme for the area dictates a "turn of the century flavor" for the sign design and does not permit backlighting and is generally discreet and clapboard in nature.

The provided rationale notes that they are striving to enhance community awareness of the businesses available in the neighbourhood and do not anticipate the typical "strip mall" type of signage found on major roads in other parts of Kelowna. It is anticipated that the greater

A handwritten signature in blue ink, appearing to be the initials "P.S." or similar, located in the bottom right corner of the page.

awareness of commercial opportunities in the neighbourhood will encourage the residents to shop locally and hopefully lead to more pedestrian activity.

It is noteworthy that signage in this area is not intended to be visible from a significant distance as to appeal to faster moving vehicles along a major arterial but rather should have a more pedestrian feel and appearance that works for slower moving vehicles in a village residential area. Accordingly, it is anticipated that the Kettle Valley design guidelines will ensure that the signage will remain modest in nature and appropriately scaled.

#### 4.0 Proposal

A new commercial development was recently approved and constructed in the heart of the Kettle Valley development. The building has multiple tenants representing a variety of different businesses and the building owner is seeking an opportunity to allow all businesses to have a sign. The CD2 - Kettle Valley Comprehensive Residential Development zone currently refers to the regulations of the C2 Neighbourhood Commercial zone in the Sign Bylaw which only permits one sign per building frontage. Given that the building is located on the corner of Main Street and Chute Lake Road, it was designed to allow each tenant direct pedestrian access and consequently the potential for signage is very limited. By referring to the C3 Community Commercial zone Sign Bylaw regulations, each business/tenant would each be permitted up to two fascia signs.

The C3 zone would also permit the site to have two free standing signs. The site currently has one free standing sign on McCarren Avenue on the original commercial site and the developer would like to have the opportunity for a free standing sign on Main Street.

The applicant originally considered a variance to allow for additional signage, however, given that there is another undeveloped commercial site in the Kettle Valley Comprehensive Residential Development area, it was felt that a change in the regulations was the most prudent route. Support for the proposed text change has been endorsed by the "Village of Kettle Valley".

The following table shows the permitted signs for each the C2 and C3 zones:

Local Commercial Zones C2		
Fascia, Awning and Canopy Signs	1 per building frontage	(a) 0.3 m <sup>2</sup> for each lineal metre of building frontage to which it is attached, up to 4.0 m <sup>2</sup> maximum area.
Free-standing	1 per site	(a) 3.0 m maximum height (b) 3.0 m <sup>2</sup> maximum area (c) no animated signs
Identification	1 per dwelling or business	(a) 0.5 m <sup>2</sup> maximum area
Portable	One portable sign fronting each street abutting a lot, except where a lot has in excess of 122 m of frontage on each street, one additional sign may be placed for each additional 61 m or portion thereof of lot frontage on each street.	(a) on a temporary basis according to Section 5.7

Major Commercial C3		
Awning, Fascia, Canopy, Under canopy/awning, and Projecting	2 per <b>business</b> frontage	(a) maximum total area is 0.8 m <sup>2</sup> per lineal metre of building frontage to a maximum of 20% of the wall it is attached to (b) a <b>projecting sign</b> shall not exceed 3.5 m <sup>2</sup>
Free-standing	1 per building frontage, except for a flanking lot over 45 m long which may have 1 on each frontage, except a lot may have 1 additional for every additional 150 m frontage over 150 m to a maximum of 4 signs	(a) 8.0 m maximum <b>height</b> except that it is 3.0 m for a <b>site</b> less than 30 m in width or a <b>site</b> in an urban town centre not fronting on Highway 33 or 97 (b) the maximum area is 3.0 m <sup>2</sup> per lineal metre of street frontage the <b>sign</b> is located on, up to a maximum 12 m <sup>2</sup> for lots smaller than 1000 m <sup>2</sup> or on any <b>site</b> in an urban town centre not fronting Highway 33 or 97, 15 m <sup>2</sup> for lots greater than 1000 m <sup>2</sup> but smaller than 4000 m <sup>2</sup> , and 18 m <sup>2</sup> for lots greater than 4000 m <sup>2</sup> (c) the maximum area may be increased by up to 10% if this additional <b>sign area</b> is used for a <b>changeable copy sign</b>
Identification	1 per business	(a) 0.5 m <sup>2</sup> maximum area
Portable	One portable sign fronting each street abutting a lot, except where a lot has in excess of 122 m of frontage on each street, one additional sign may be placed for each additional 61 m or portion thereof of lot frontage on each street	(a) on a temporary basis according to Section 5.7

The table below summarizes the proposed changes to the text in the Zoning Bylaw 8000:

Reference	Existing wording	Proposed wording
Section 17 - Comprehensive Zones Schedule 'B' (details) 1.5 (J) Other regulations	Signs for the Mixed Use Village Centre Type IX and Village Centre Commercial Type X shall be regulated as if the site is in the C2 zone.	Signs for the Mixed Use Village Centre Type IX and Village Centre Commercial Type X shall be regulated as if the site is in the C3 zone.

### 3.0 Current Development Policies

#### Official Community Plan Chapter 14 - Urban Design Development Permits Areas

##### Section 17.0 - Signs<sup>1</sup>

17.1 Integrate signage that contributes to the overall quality and unique character of a development (e.g. coordinate proportion, materials, and colour);

17.2 Do not compromise the scale and visual qualities of a building with the size and number of signs;

17.3 Locate, size, and format signs such that they can be easily read by pedestrians.

##### 2.4.3 Southwest Okanagan Mission Sector Plan<sup>2</sup>

Urban Form: Neighbourhood nodes are to establish urban form and create a “village” setting with a more pronounced community atmosphere. Higher density residential uses, commercial and institutional activities are encouraged.

##### 3.2 Planning & Design Principles

A number of urban design features should be incorporated to ensure that a living environment with a sociable human-scale is established.

##### 3.6 Mixed-Use Town Centre

Store entrances, cafes, displays and signage should orient towards the street to add visual interest.

### 6.0 Technical Comments

#### 6.1 Building & Permitting Department

No objections to the change in the sign reference.

#### 6.2 Development Engineering Department

In reference to free standing signs, a 1.50m opening is required from the ground level to the bottom of the sign.

### 7.0 Application Chronology

Date of Application Received: July 12, 2011

Advisory Planning Commission                      August 2, 2011

The above noted application was reviewed by the Advisory Planning Commission at the meeting on August 2, 2011 and the following recommendations were passed:

THAT the Advisory Planning Commission supports Text Amendment Application No. TA11-0007 by New Town Planning to amend City of Kelowna Zoning Bylaw No. 8000 to amend the signage regulations of the CD2 (Kettle Valley) zone for signage to refer to the C3 - Community Commercial zone regulations of the Sign Bylaw instead of the C2 - Neighbourhood Commercial zone regulations.

<sup>1</sup> OCP Chapter 14 page 14.13

<sup>2</sup> Southwest Okanagan Mission - Neighbourhood One Concept Development Plan page 19, 26, 36

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:











Kettle Valley Boundary map





KETTLE VALLEY  
REGULATING PLAN

LEGEND:

- |  |   |
|--|---|
|  TYPE I<br>HILLSIDE SINGLE FAMILY                       |  TYPE VI<br>VILLAGE MULTI FAMILY     |
|  TYPE III<br>ESTATE SINGLE FAMILY                       |  TYPE VII<br>CLUSTER ESTATE          |
|  TYPE II<br>VILLAGE/PARK SINGLE FAMILY                  |  TYPE VIII<br>CONGREGATE CARE HOME   |
|  TYPE IV<br>VILLAGE SINGLE FAMILY                       |  TYPE IX<br>MIXED USE VILLAGE CENTRE |
|  TYPE V<br>VILLAGE SMALL SINGLE FAMILY/<br>MULTI-FAMILY |  TYPE X<br>COMMERCIAL VILLAGE CENTRE |

