



Kevin Parnell, Associate Director
College Relations
Okanagan College
1000 KLO Rd
Kelowna, BC

November 28, 2024

City of Kelowna
Planning and Development Services
1435 Water Street
Kelowna, BC V1Y 1J4

Re: Development Variance Permit Application for Exterior Signage at Okanagan College Student Housing in Kelowna

Dear Members of the Planning and Development Services Team,

On behalf of Okanagan College, I am writing to request your consideration of our application for a development variance permit to install a large exterior sign on the southwest-facing wall of our new student housing building on the Kelowna campus. This wall, highly visible from KLO Road, presents a unique opportunity to enhance the College's presence in the community as it works to positively impact the educational landscape and the future workforce of Kelowna and the Okanagan region.

As a public post-secondary institution deeply rooted in this area, Okanagan College has been a cornerstone of learning and innovation for more than 60 years. We are committed to empowering every student, honouring each stage of their growth, and fostering a learning environment that creates stronger communities in B.C. and beyond. Our proposed signage will not serve commercial or financial interests but rather will strengthen awareness of the College's mission to inspire future leaders, transform lives, and make positive impacts locally and globally.

At Okanagan College, we take pride in our ability to meet the evolving needs of students and the workforce. We work closely with industries and communities to deliver relevant, accessible education and training that empower individuals to thrive. Every student who develops skills at Okanagan College becomes a vital contributor to stronger, more resilient communities. This sign will amplify that mission, visually reinforcing the College's role as a hub for education, community, and opportunity.

Okanagan College is also a significant driver of our region's cultural, economic, and social development. The proposed sign will further connect the College with the community it serves, creating a visual landmark that reflects its integral role in shaping the future of Kelowna and beyond. The sign's thoughtful design and placement will maximize

visibility without overwhelming the natural landscape or campus surroundings, ensuring that it enhances the area's overall aesthetic.

As Kelowna continues to grow into a vibrant, forward-thinking city, the College remains steadfast in its dedication to equipping individuals with the skills and knowledge to succeed. By approving this variance, the City of Kelowna can support the College's efforts to inspire future leaders and empower individuals to transform their lives, their communities, and the world.

Thank you,

Kevin Parnell, Associate Director
College Relations
Okanagan College



Okanagan College - Site map for proposed sign at 800 KLO Rd.



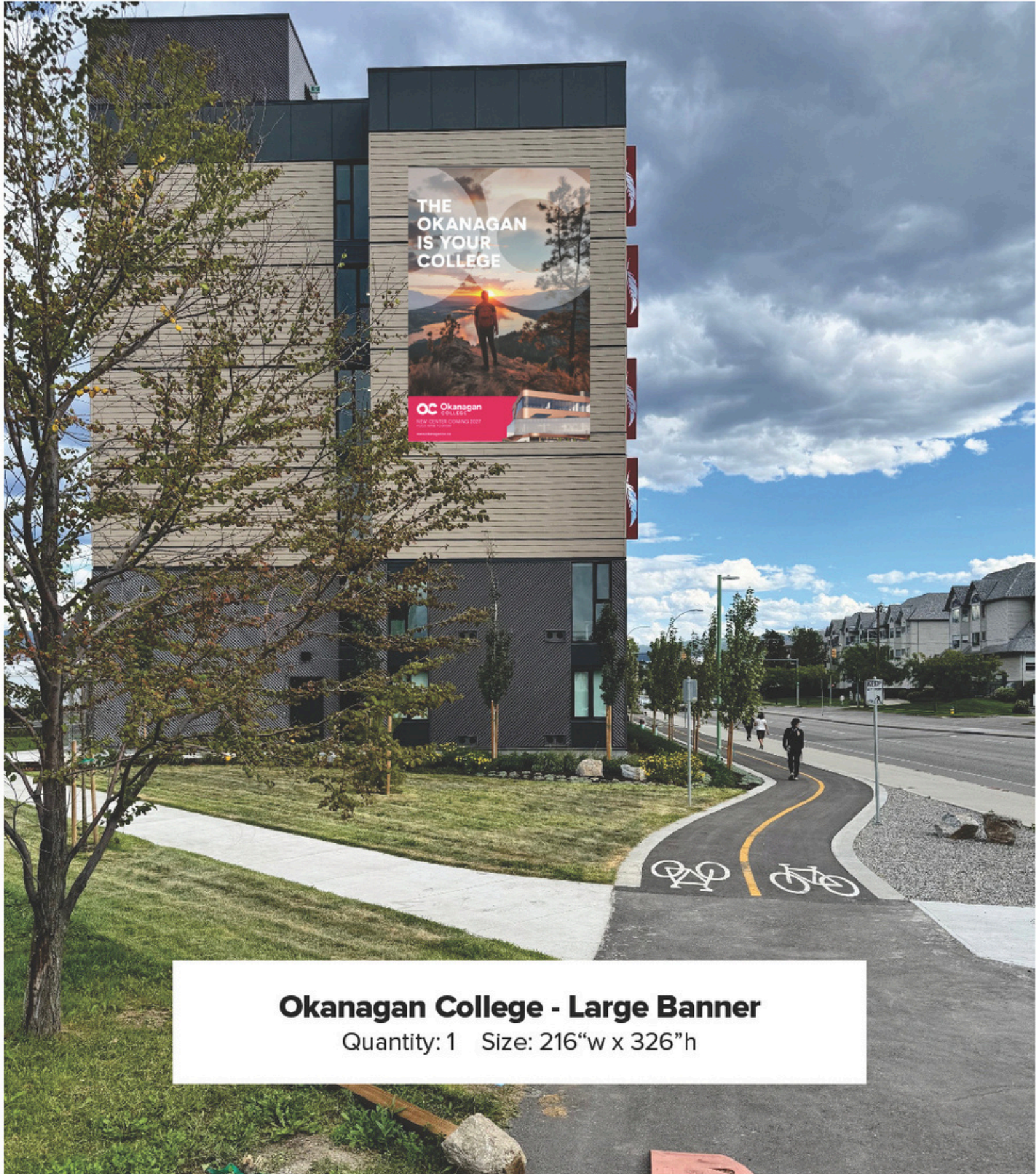
Okanagan College - Elevation plan for proposed sign at 800 KLO Rd.



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5 - 1718 Byland Road
West Kelowna, BC V1Z 1A9
250.769.0156

**PLEASE DOUBLE CHECK:
SPELLING, PLACEMENT & COLOURS**



Okanagan College - Large Banner

Quantity: 1 Size: 216"w x 326"h

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Signature Name (Please Print)