

# City of Kelowna

## Regular Council Meeting

### AGENDA



Monday, October 16, 2017

9:00 am

Knox Mountain Meeting Room (#4A)

City Hall, 1435 Water Street

**Pages**

1. **Call to Order**
  
2. **Confirmation of Minutes** 2 - 4  
 Regular AM Meeting - October 2, 2017
  
3. **Reports**
  - 3.1 **Parks Development – Parkland Acquisition and Development Funding Strategy, Workshop 2** 90 m 5 - 38  
 To provide Council with the second workshop in a series of three. This workshop is aimed at building an evaluation and priority setting tool with Council.
  
  - 3.2 **Sign Bylaw Workshop 3 - TA15-0013** 45 m 39 - 116  
 To provide City Council with additional information with respect to the philosophy behind changes to the Sign Bylaw.
  
  - 3.3 **Divisional Director, Corporate & Protective Services, Verbal Report, re: IHA Request to Attend Council re: Opioid Crises** 5 m
  
  - 3.4 **City Clerk, Verbal Report, re: Draft 2018 Council Meeting Schedule** 10 m
  
4. **Issues Arising from Correspondence & Community Concerns**
  - 4.1 **Mayor Basran, re: Issues Arising from Correspondence** 30 m
  
5. **Termination**



## City of Kelowna Regular Council Meeting Minutes

Date: Monday, October 2, 2017  
 Location: Knox Mountain Meeting Room (#4A)  
 City Hall, 1435 Water Street

Members Present Mayor Colin Basran, Councillors Maxine DeHart, Ryan Donn, Gail Given\*, Tracy Gray, Charlie Hodge, Brad Sieben, Mohini Singh and Luke Stack

Staff Present Deputy City Manager, Joe Creron; City Clerk, Stephen Fleming, Parks & Buildings Planning Manager, Robert Parlane\*; Divisional Director, Community Planning & Strategic Investments, Doug Gilchrist\*; Divisional Director, Active Living & Culture, Jim Gabriel\*; Director Strategic Investments, Derek Edstrom\*; Divisional Director Infrastructure, Alan Newcombe\*; Park & Landscape Planner, Lindsey Clement\*; Legislative Coordinator (Confidential), Arlene McClelland

Guests Martin Bell, CEO Urban Systems and Joel Short, Senior Planner, Urban Systems

(\* denotes partial attendance)

### 1. Call to Order

Mayor Basran called the meeting to order at 9:01 a.m.

### 2. Confirmation of Minutes

Moved By Councillor Hodge/Seconded By Councillor Gray

**R788/17/10/02** THAT the Minutes of the Regular AM Meeting of September 18, 2017 be confirmed as circulated.

Carried

Councillor Given joined the meeting at 9:03 a.m.

### 3. Reports

#### 3.1 Parks Development – Parkland Acquisition and Development Funding Strategy, Workshop 1

Staff:

- Displayed a PowerPoint Presentation introducing the parkland acquisition and development funding strategy.
- Introduced Consultants.

Martin Bell, CEO Urban Systems and Joel Short Senior Planner, Urban Systems

- Displayed a PowerPoint Presentation summarizing the parkland acquisition and development funding strategy.
- Lead a series of discussions with Council regarding Council's broad goals with respect to parkland acquisition and development and general financing implications for each.

Council:

- Provided individual comments.

Moved By Councillor Sieben/Seconded By Councillor Singh

**R789/17/10/02** THAT Council receives for information, the report from the Parks & Building Planning Manager dated October 2<sup>nd</sup>, 2017, with respect to Parks Development – parkland acquisition and development funding strategy workshop 1.

Carried

The meeting recessed at 10:31 a.m.

The meeting reconvened at 10:42 a.m.

#### **4. Resolution Closing the Meeting to the Public**

Moved By Councillor Stack/Seconded By Councillor Hodge

**R790/17/10/02** THAT this meeting be closed to the public pursuant to Section 90(1) (f) of the Community Charter for Council to deal with matters relating to the following:

- Law Enforcement

Carried

#### **5. Adjourn to Closed Session**

The meeting adjourned to a closed session at 10:42 a.m.

#### **6. Reconvene to Open Session**

The meeting reconvened to an open session at 12:24 p.m.

#### **7. Issues Arising from Correspondence & Community Concerns**

##### **7.1 Mayor Basran, re: Troika Development Application – September 19<sup>th</sup> Public Hearing**

Mayor Basran:

- Will be asking Council to waive the six month waiting period so that Troika may present a revised Green Square Development Permit application to a future meeting.

##### **7.2 Councillor Hodge, re: Public Hearing - September 19<sup>th</sup>**

Councillor Hodge:

- Raised concern with the length of the September 19<sup>th</sup> Public Hearing and would like to discuss options.

City Clerk:

- Staff will be coming forward to Council with proposed amendments to the Council Procedure Bylaw & Policies and Council could discuss then.

**7.3 Councillor Donn, re: IHA Correspondence to Address Council**

Moved By Councillor Donn/Seconded By Councillor Sieben

**R791/17/10/02** THAT Council directs staff to provide background information on Interior Health Authority request to address Council and provide recommendation whether to invite.

**Carried**

**7.4 Councillor Stack, re: Westcorp Hotel Application**

Councillor Stack:

- Would like an update on the Westcorp Hotel application.

Mayor:

- Confirmed that a Development Permit and Development Variance Permit application has been submitted.

**8. Termination**

The meeting was declared terminated at 12:28 p.m.

\_\_\_\_\_  
Mayor

/acm

\_\_\_\_\_  
City Clerk



# Report to Council



**Date:** October 16, 2017  
**File:** 1840-01  
**To:** City Manager  
**From:** Parks & Buildings Planning Manager  
**Subject:** Parks Development - Parkland Acquisition and Development Funding Strategy, Workshop 2

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## **Recommendation:**

THAT Council receives for information the report from the Parks & Buildings Planning Manager dated October 16, 2017, with respect to Parks Development - Parkland Acquisition and Development Funding Strategy Workshop 2.

## **Purpose:**

To provide council with the second workshop in a series of three. This workshop is aimed at building an evaluation and priority setting tool with council.

## **Background:**

As noted in earlier reports, the City of Kelowna is committed to providing parkland for public enjoyment and well-being, creating sports amenities to promote active living, preserving natural open space for wild flora and fauna, and developing linear greenways that create strong pedestrian and cycling connections throughout the City.

In May 2017, City Council received the Parks Development Report - A study of underdeveloped, undeveloped and future park sites. The report notes that while the City acquires parkland in accordance with the Parkland Acquisition Guidelines, it has become apparent the rate of park development has not kept pace with the rate of parkland acquisition. This raises some fundamental questions of public policy which lead naturally into discussions about potential strategies and appropriate financing tools to ensure the City's parkland acquisition and development keep pace with community desires and the City's ability to fund these initiatives. Council engaged in the first workshop on October 2, 2017, where members provided direction on broader policy issues related to parks such as the proportion of resources that goes towards parks acquisition vs parks development, and considerations on the level of parks acquisition and development provided in the City.

### **Council Engagement Process**

The City has retained Urban Systems to assist in a three-workshop series with Council (in October and November 2017):

October 2, 2017 - Workshop 1 (completed): Engaging Council in shaping the key public policy questions to be addressed in the City's overall approach to parkland acquisition and development moving forward;

October 16, 2017 - Workshop 2: Building an evaluation and priority setting tool;

November 6, 2017 - Workshop 3: Having Council participate in aligning financing tools with specific public policy objectives and funding needs associated with parkland acquisition and development.

More specifically, the following items will be addressed during this forthcoming workshop.

- Recapping direction provided during Workshop 1;
- Providing Council with some additional parks data requested during Workshop 1;
- Spending most of the time during Workshop 2 engaging Council in an exercise to build a tool for setting parks priorities, which will include:
  - confirming the specific criteria that should be used in setting priorities; and
  - placing a weighting, or level of importance, to each of the criteria.

Clarifying Council's priorities for parks will provide solid direction for the potential strategies and financing tools recommended as outcomes for this process. The results of Workshop 2 on establishing priorities will set the stage for Workshop3 which focusses on the funding and financing strategy.

### **Internal circulation:**

Deputy City Manager

Divisional Director, Infrastructure

Divisional Director, Community Planning & Strategic Investments

Divisional Director, Financial Services

Divisional Director, Corporate Strategic Services

Divisional Director, Active Living & Culture

Divisional Director, Corporate & Protective Services

Divisional Director, Human Resources & Corporate Performance

### **Considerations not applicable to this report:**

Personnel implications:

Existing Policy:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

External Agency/Public Comments:

Communications Comments:

Alternate Recommendation:

Submitted by:

R. Parlane, Manager, Parks and Buildings Planning

Approved for inclusion:



Alan Newcombe, Infrastructure Divisional Director

Attachment: 2017-10-16-Parks Funding Strategy-Council Workshop 2

cc: Deputy City Manager  
Divisional Director, Infrastructure  
Divisional Director, Community Planning & Strategic Investments  
Divisional Director, Financial Services  
Divisional Director, Corporate Strategic Services  
Divisional Director, Active Living & Culture  
Divisional Director, Corporate & Protective Services  
Divisional Director, Human Resources & Corporate Performance  
City Clerk

# PARKS DEVELOPMENT

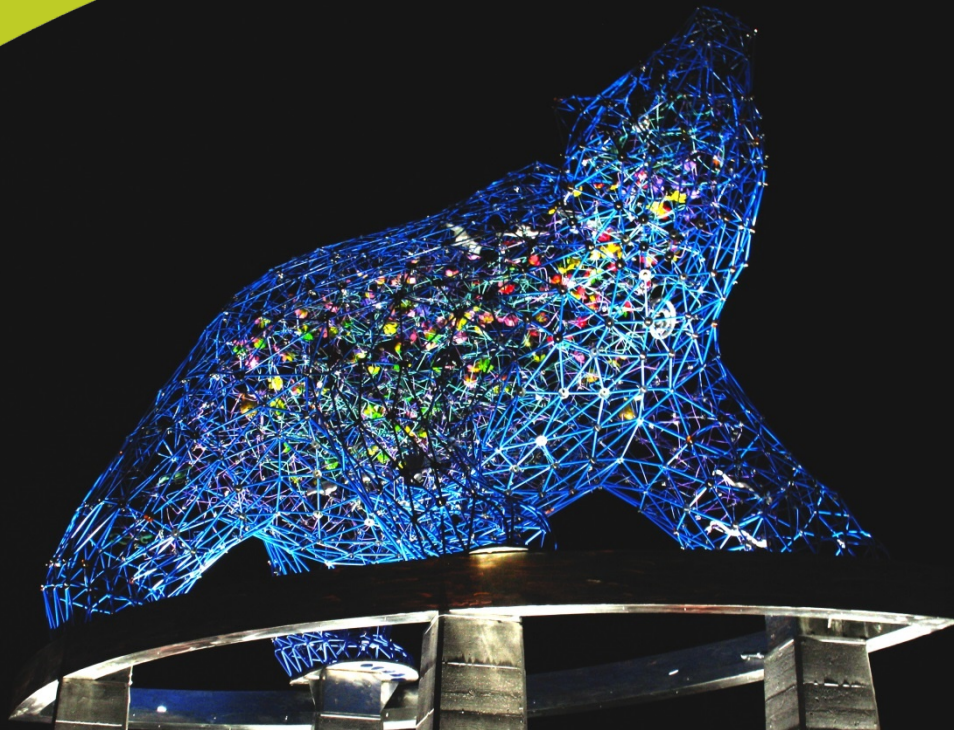
PARKLAND ACQUISITION & DEVELOPMENT FUNDING STRATEGY

COUNCIL WORKSHOP 2

October 16, 2017



Martin Bell  
Urban Systems



# Parks Funding – Workshop Series Overview

- ▶ Workshop #1 - Context and Public Policy Discussions
- ▶ Workshop #2 - Building an Evaluation and Priority Setting Tool
- ▶ Workshop #3 - Developing Our Funding and Financing Strategy



# Summary of Workshop #1 – October 2nd

What we heard:

- Shift the tilt from Parks Acquisition towards more Parks Development
- Do not draw funds away from other priorities such as transportation in order to fund parks, instead:
  - shift priorities within the existing budget, or
  - look for additional funding sources for parks
- Explore tools to collect funds for parks in specific urban areas that are densifying such as: Capri/Landmark; South Pandosy; Rutland Town Centre

# Summary of Workshop #1 – October 2nd

What we heard:

- Explore options for Parks Improvement DCCs with development community:
  - Explore tolerance for upward movement in Parks DCCs to pay for improvements?
  - Keep overall DCC rates the same but shift some component to parks development?
  - Provide developers with DCC credits for parks they build?

# Summary of Workshop #1 – October 2nd



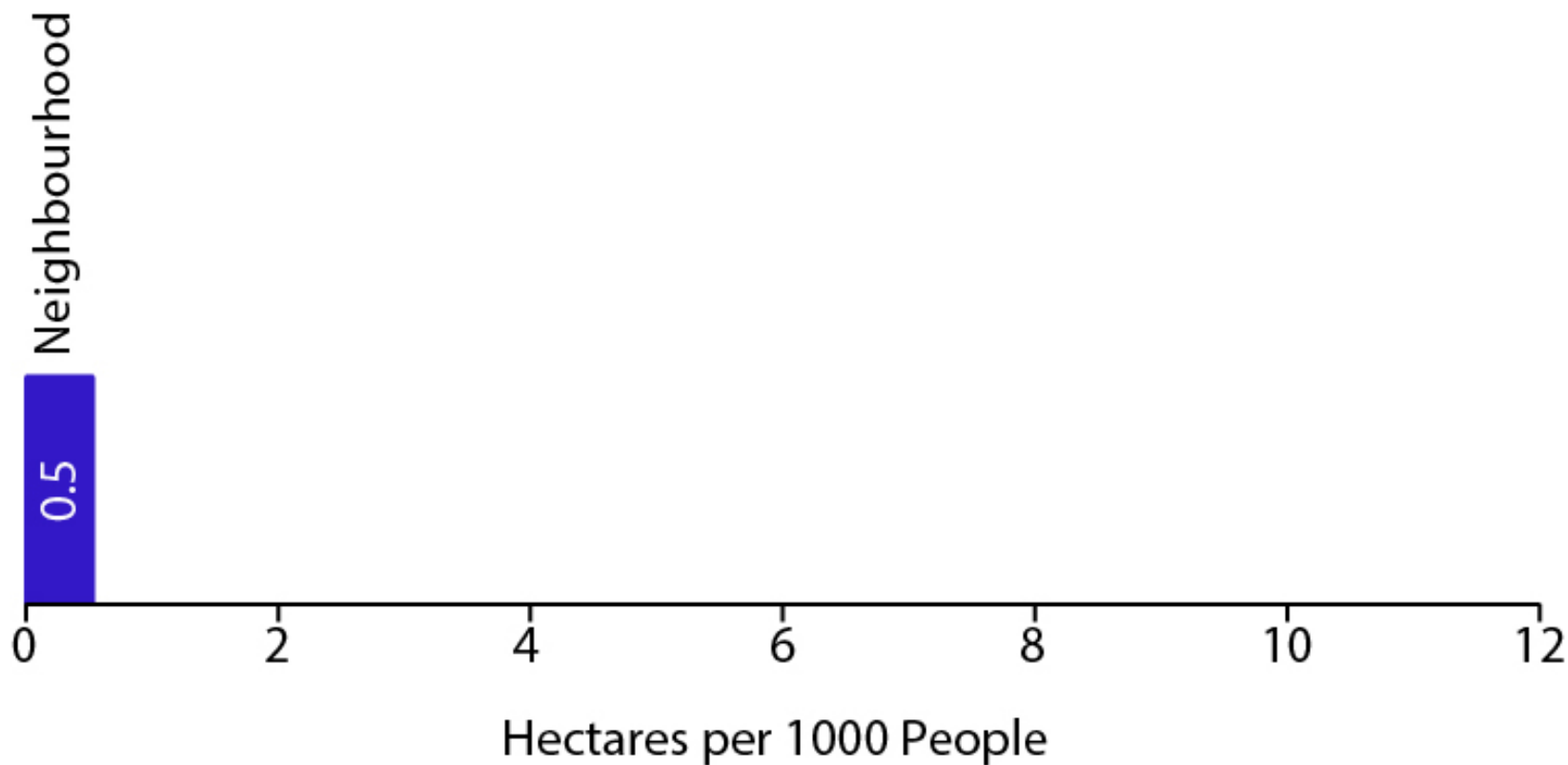
## What we heard:

- ▶ Consider making the parks partnership requirements firmer and more consistent – ensure that as new neighbourhoods are built, developers provide them with finished neighbourhood parks
- ▶ Consider Linear Parks, along with Regional Parks and other parks not necessarily owned by the City, in the inventory of available parks space
- ▶ Explore potential to open up parks that aren't 100% developed, or don't yet meet our standards, however the potential likely depends on the situation

## More Data...requested by Council

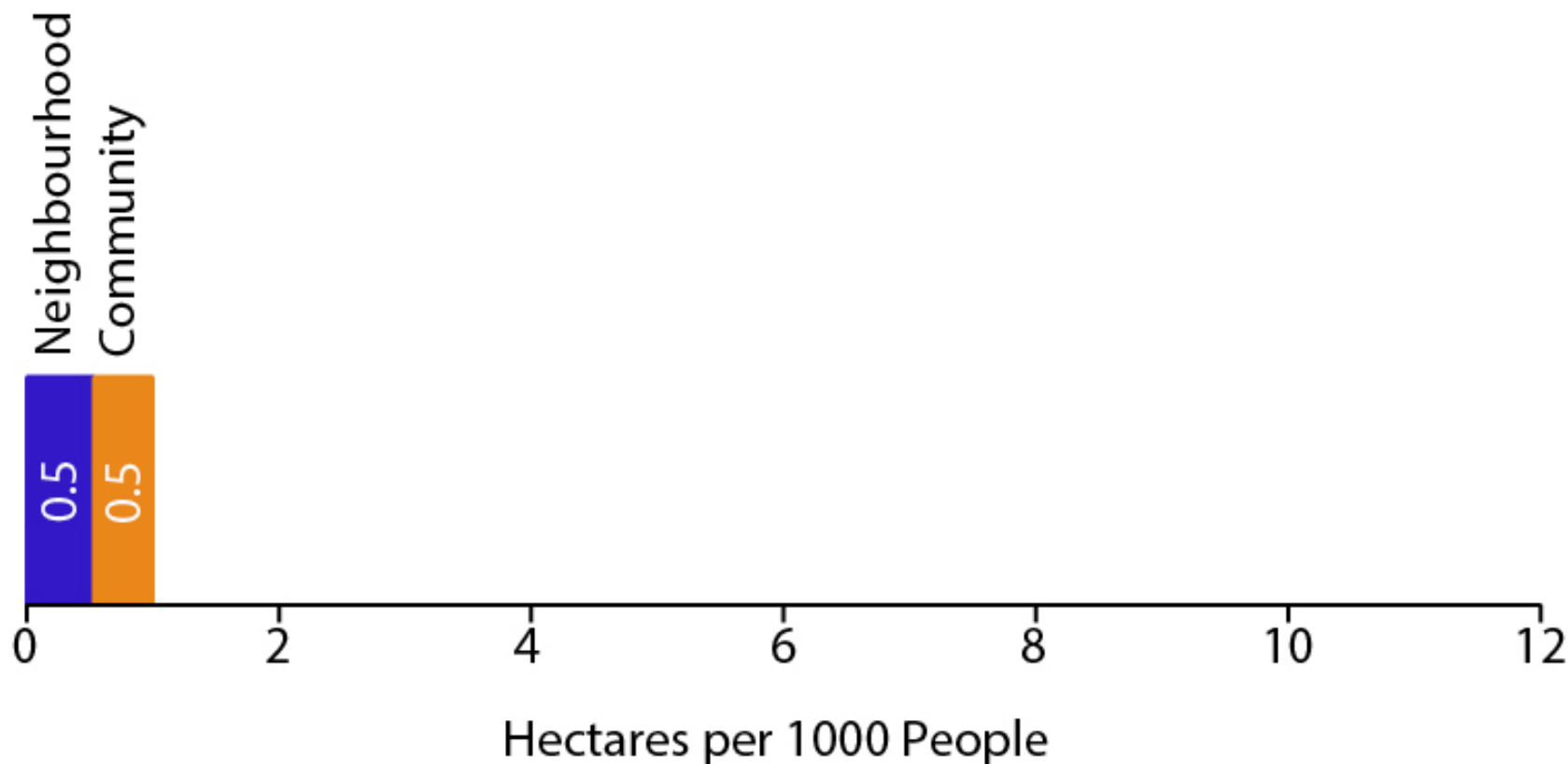
- ▶ How does the parks standard per 1000 population growth change as we add other components?

# Actual Park Area in Kelowna

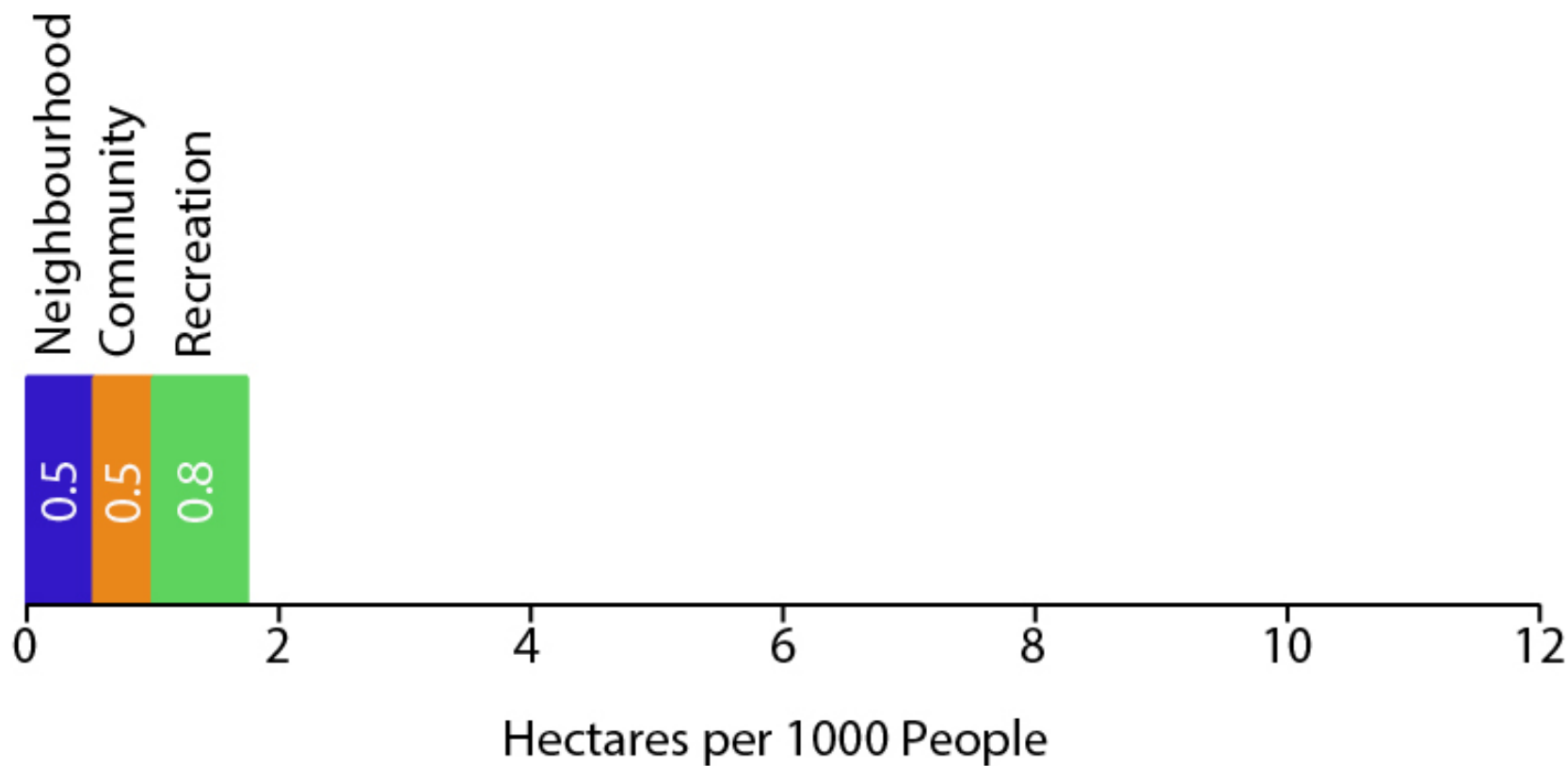




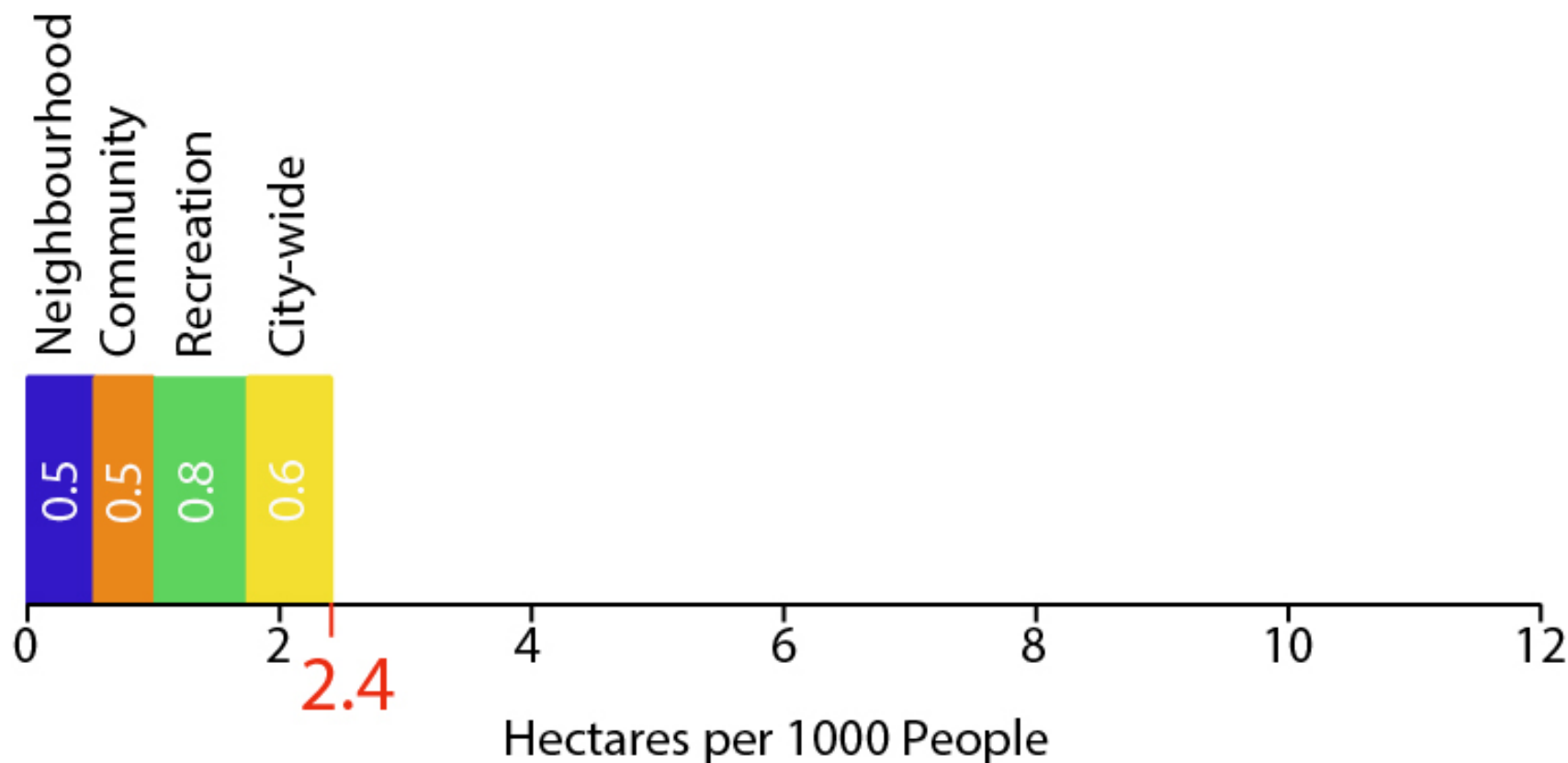
# Actual Park Area in Kelowna



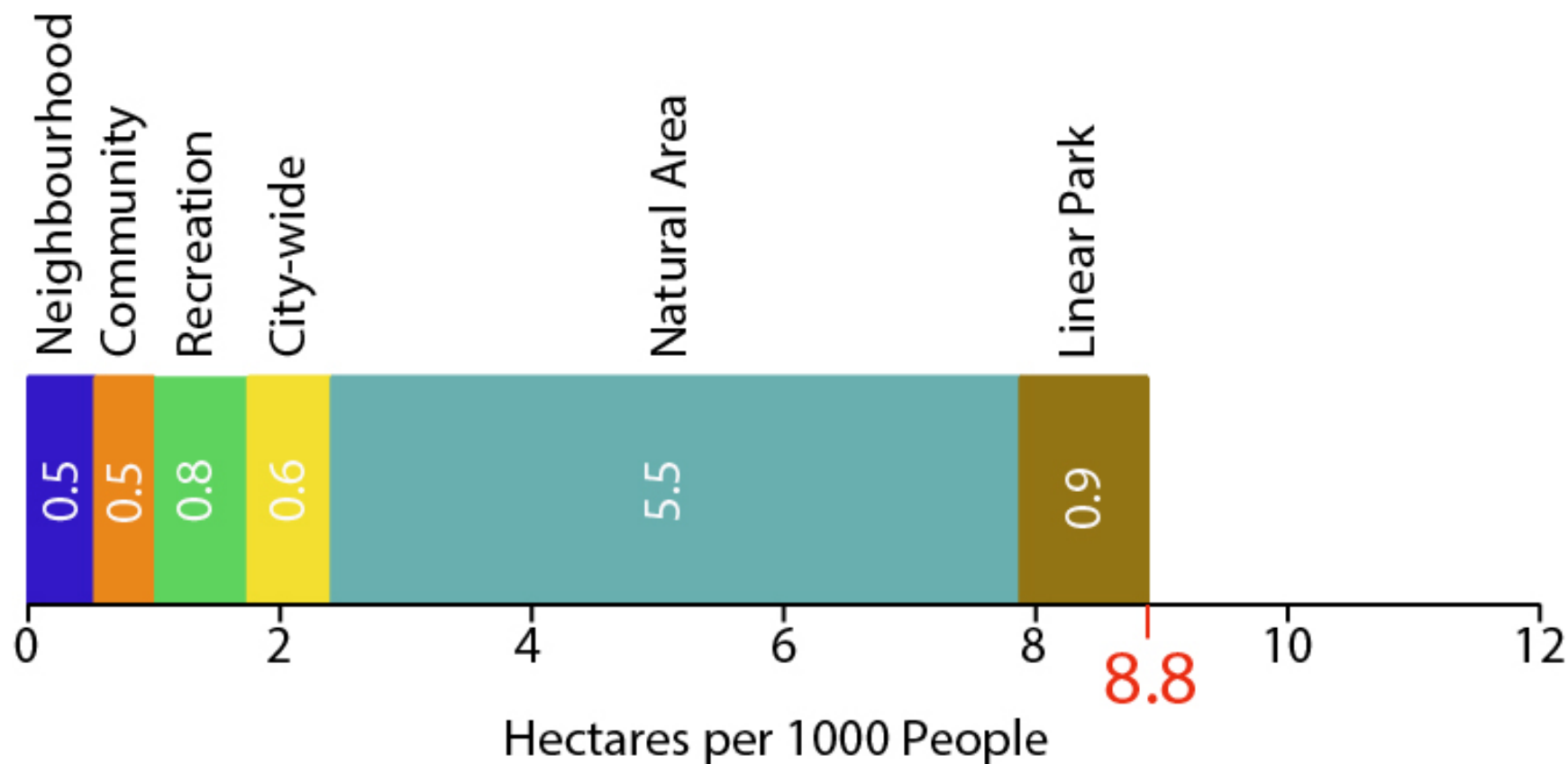
# Actual Park Area in Kelowna



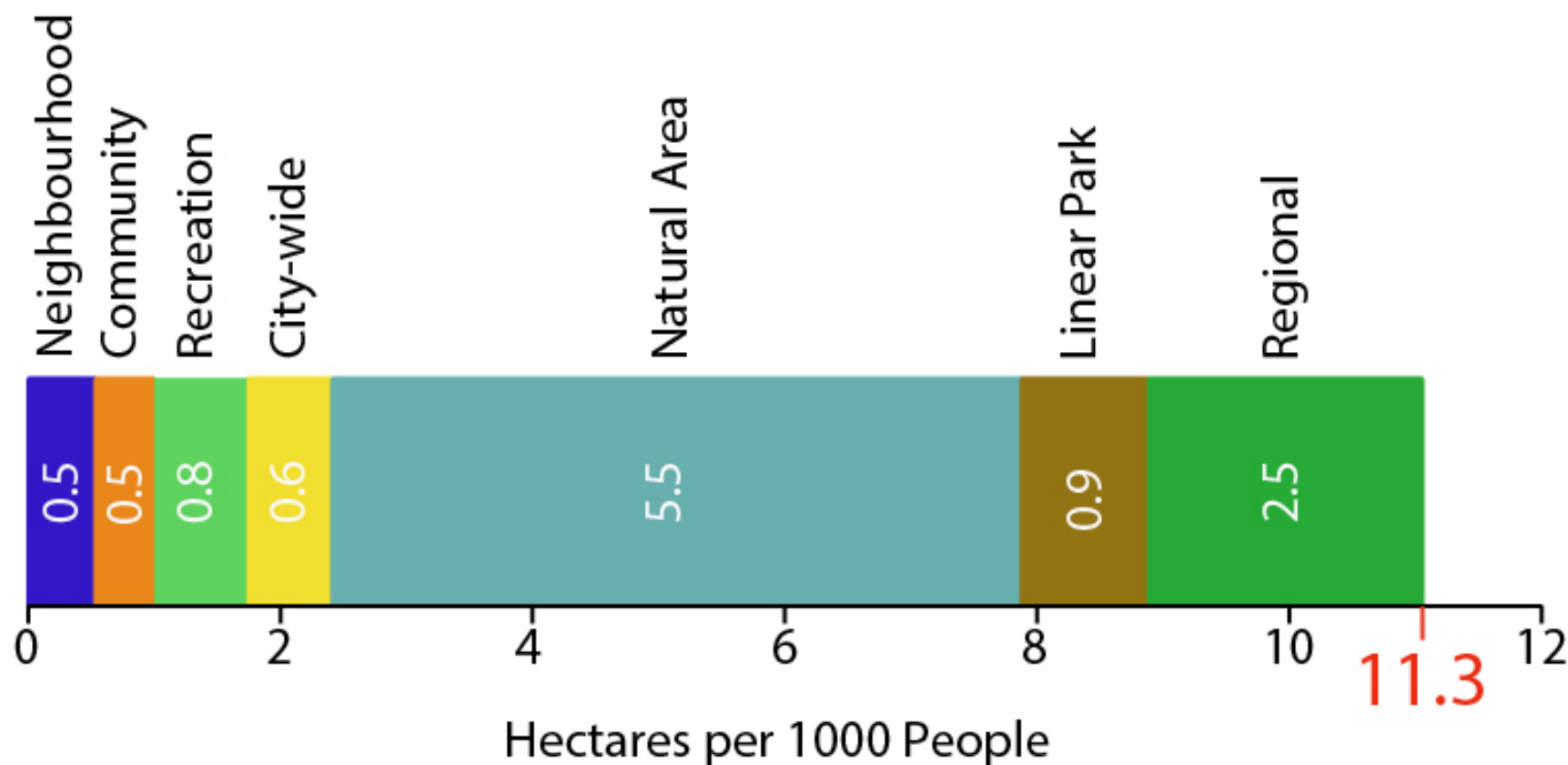
# Actual Park Area in Kelowna



# Actual Park Area in Kelowna

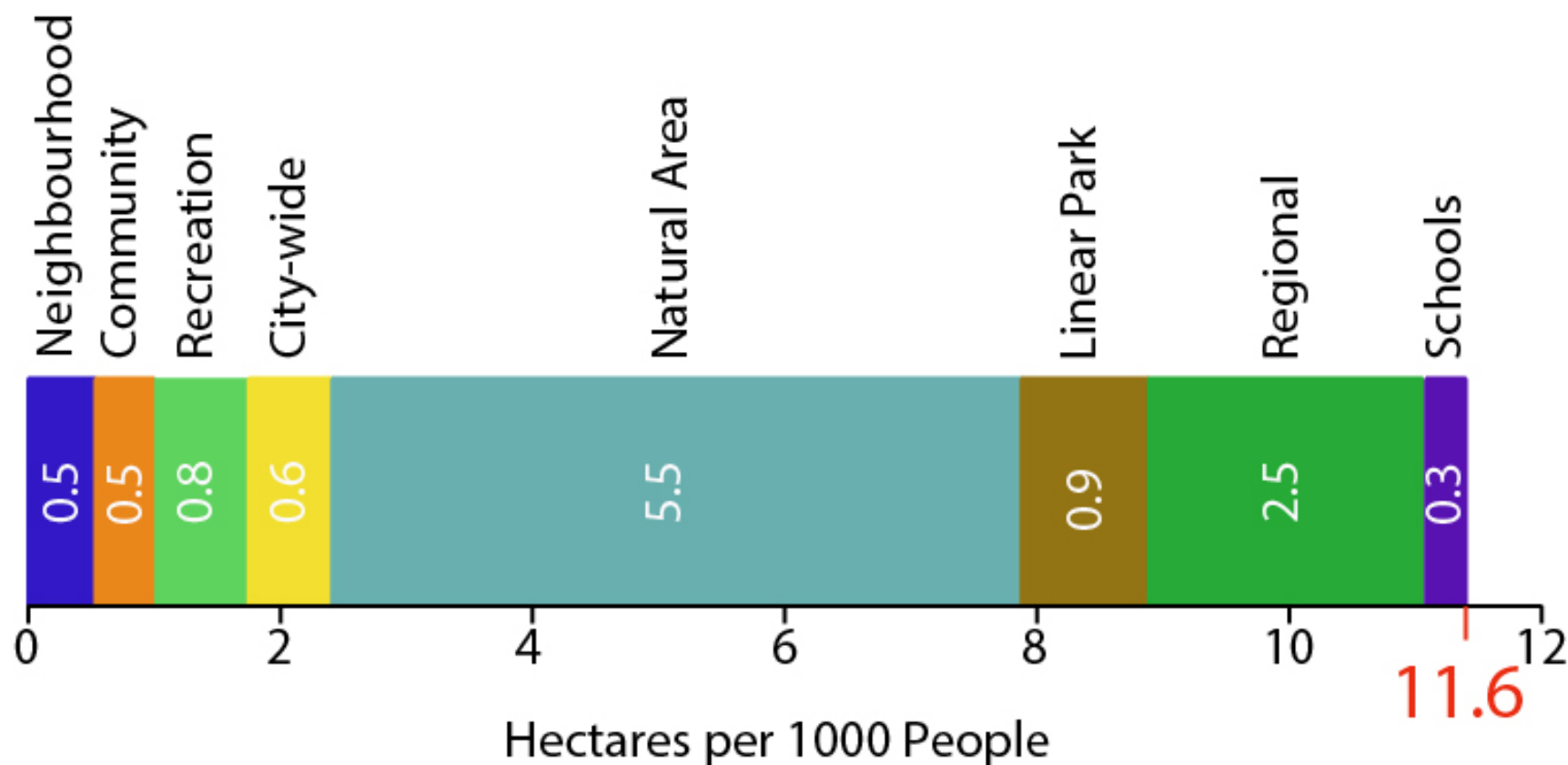


# Actual Park Area in Kelowna



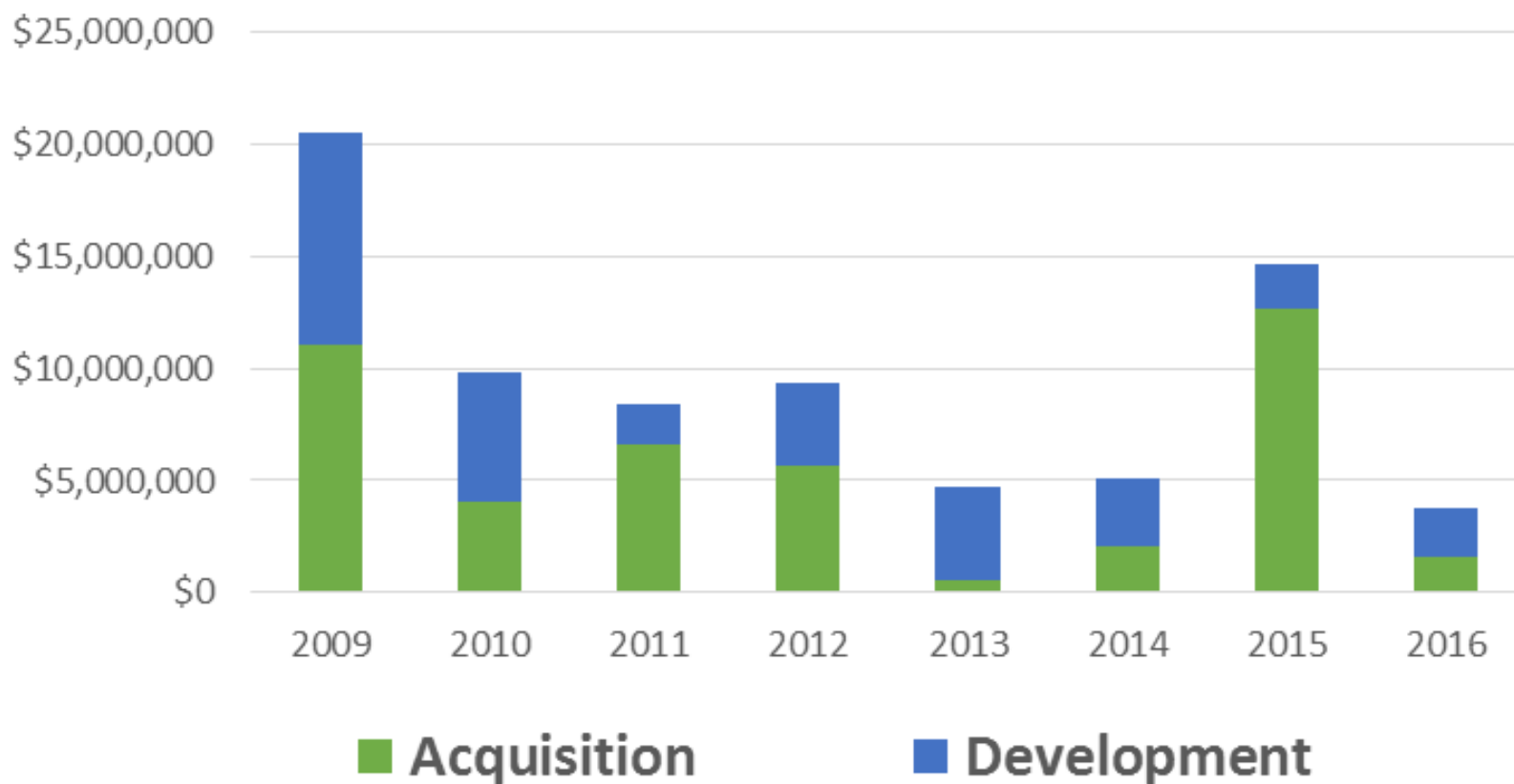


# Actual Park Area in Kelowna



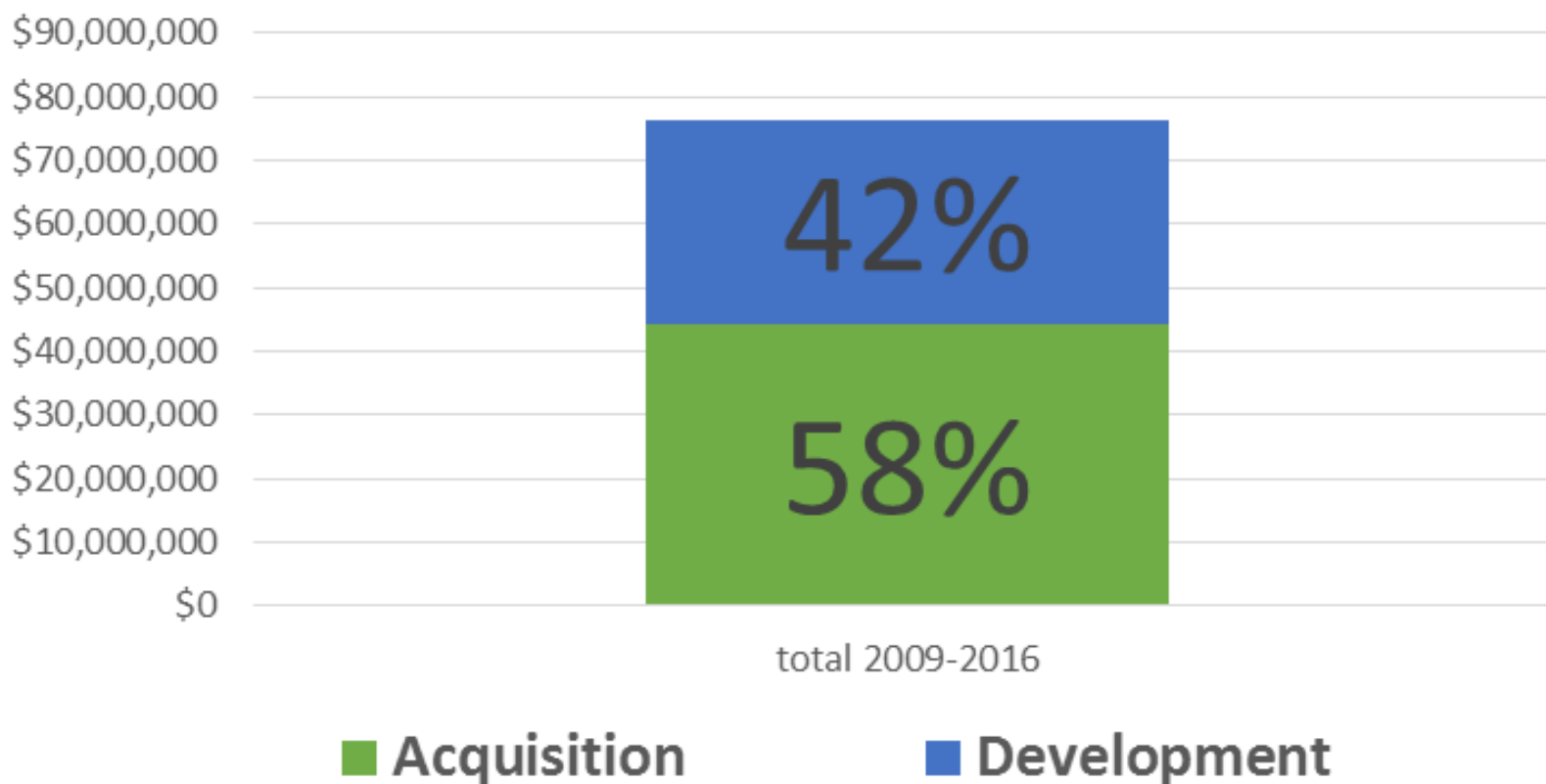
# Funding Allocation: Parks Acquisition and Development

Parks Expenditures, by year



# Funding Allocation: Parks Acquisition and Development

Parks expenditures, Total 2009 - 2016



# What is the potential for a shift in the 'tilt'?

## How much would Council consider shifting from acquisition to development?

### Considerations:

- ▶ Risks: e.g. may miss out on some acquisition opportunities, might not be acquiring enough parkland for future needs
- ▶ Benefits: e.g. could meet more needs for parks development, could make more use of existing parklands
- ▶ Other shifts: Could Development funds come from other budget areas? e.g. Linear Parks may have benefits to other budget areas such as flood protection, active transportation, drainage

# Setting Priorities: How to build a parks acquisition and development priority matrix

- ▶ Step 1 : Agree on criteria
- ▶ Step 2 : Place weight on each of the criteria



# 1. CONSISTENCY WITH PLANS

- ▶ Official Community Plan
- ▶ Infrastructure Plan
- ▶ Parks Master Plans



## 2. DEMOGRAPHICS

- ▶ Addressing gaps in provision for all ages and abilities
- ▶ Needs of current age-groups and characteristics
- ▶ Needs of future age-groups and characteristics





### 3. LOCATION

- ▶ Walkability
- ▶ Current park accessibility
- ▶ Proximity to other parks
- ▶ Connectivity improvement opportunities
- ▶ Destination for visitors and residents





## 4. COMMUNITY INPUT/NEEDS

- ▶ Deficiencies
- ▶ Priorities
- ▶ Addresses needs of user groups
- ▶ Addresses park type needs
- ▶ Addresses socio-economic inequalities

## 5. COSTS / FUNDING

- ▶ Municipal budget availability
- ▶ Land cost
- ▶ Added value
- ▶ Maintenance costs
- ▶ Long-term benefits
- ▶ Rehabilitation of existing facilities
- ▶ Provision of new facilities
- ▶ Funding availability from Developers
- ▶ Funding availability from Neighbourhood groups

## 6. USAGE LEVEL

- ▶ Anticipated user levels
- ▶ Differences / similarities between other parks
- ▶ Existing park capacity levels





## 7. ECONOMIC DEVELOPMENT

- ▶ Attraction for new visitors, e.g. Sports Tourism
- ▶ Visitor needs

Exercise: Create a parks acquisition and development priority matrix



## Next Session

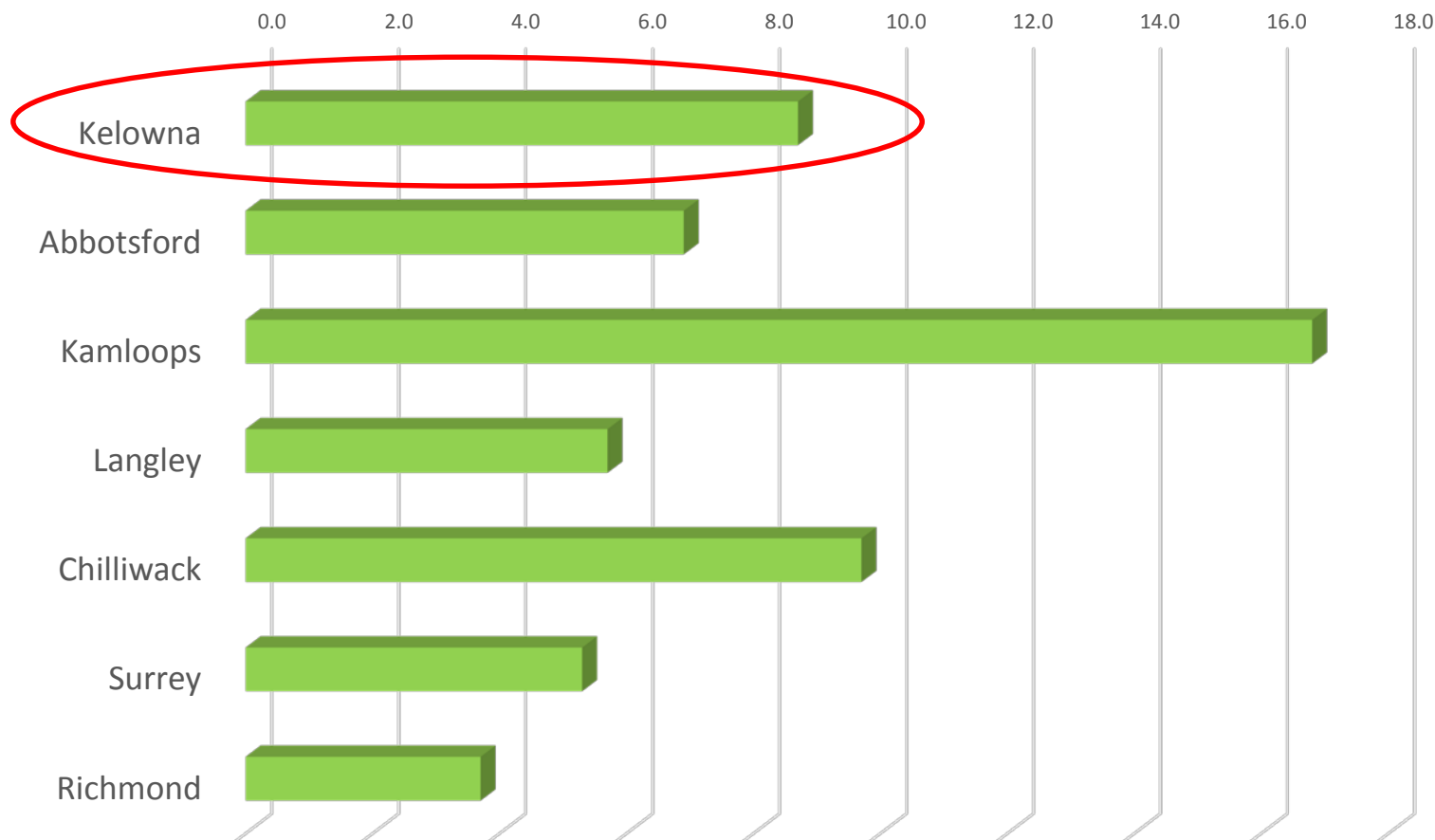
Workshop #3 - Developing Our Funding and Financing Strategy

## Back up slides

Comparative slides that we included in the last session, may need for this session

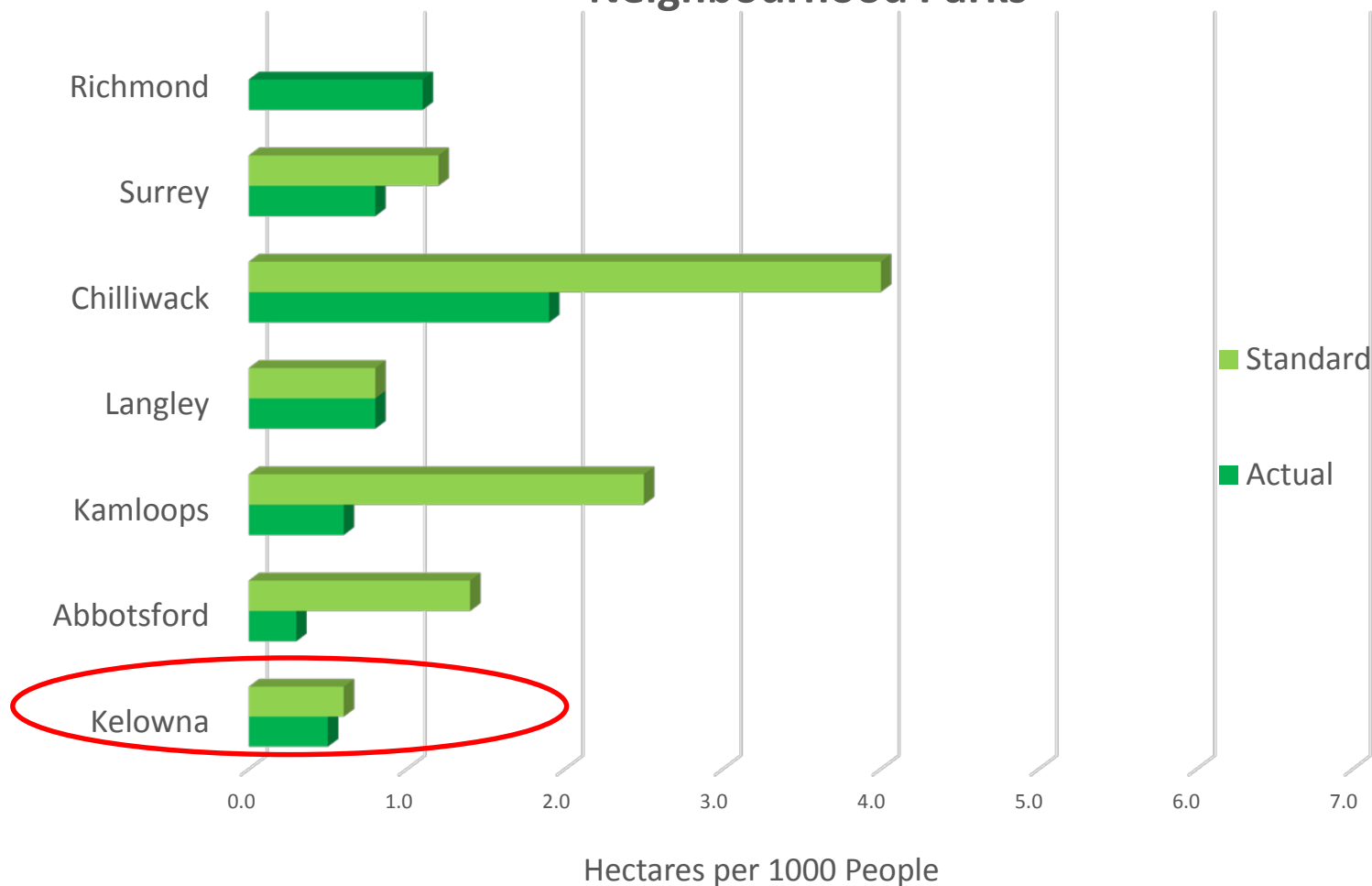
## Current Provision, including Neighbourhood, Community, City-Wide and Natural/Linear Parks

Hectares (ha) per 1000 People

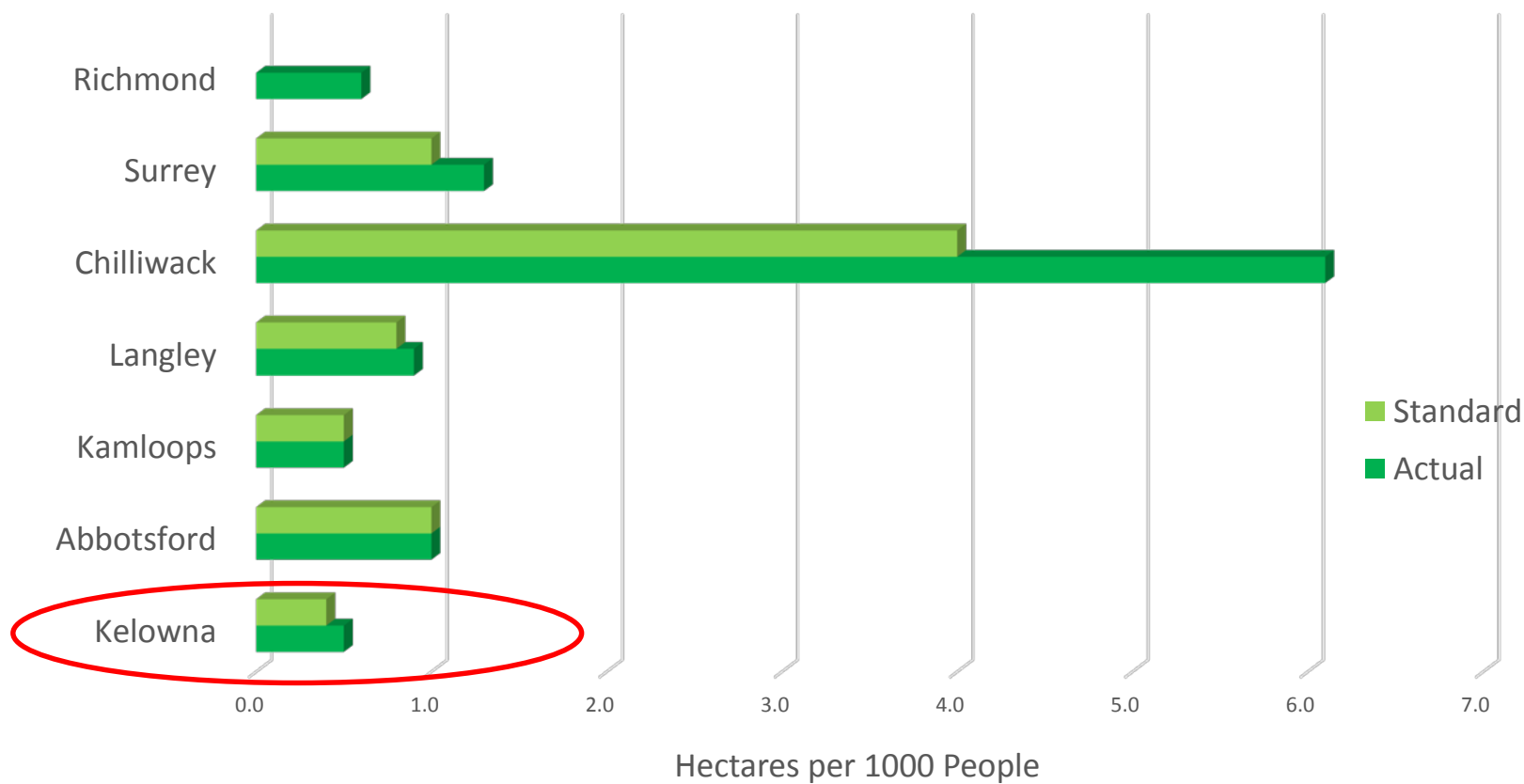




## Neighbourhood Parks



## Community Park Provision



## City-wide Park Provision



# Report to Council



**Date:** October 16, 2017  
**File:** 1250-04  
**To:** City Manager  
**From:** Lindsey Ganczar, Community Planning Supervisor  
**Subject:** Sign Bylaw Workshop 3 - TA15-0013

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## **Recommendation:**

THAT the Sign Bylaw Workshop 3 report prepared by the Community Planning Department dated October 16, 2017 be received for information;

AND THAT Council directs Staff to bring the new Sign Bylaw to an afternoon City Council meeting for initial consideration.

## **Purpose:**

To provide City Council with additional information with respect to the philosophy behind changes to the Sign Bylaw.

## **Background:**

Staff have been working on rewriting the City of Kelowna's Sign Bylaw 8235 (Bylaw) in order to improve the visual urban environment in Kelowna, update regulations, and address changes in sign technology. The first phase of redrafting the Bylaw included completing in-depth public consultation to gain valuable insight and opinion about signage in our community from residents. Over the course of one month, 598 survey responses were received. Results from open surveys such as this are a collection of opinions and perceptions from interested or potentially affected residents, and not a statistically valid random sample of all Kelowna residents. The complete results from the engagement can be found attached to this report in Appendix 1. Staff also completed widespread best-practice research and held numerous meetings with local stakeholders. The outcomes of these exercises, combined with staff's professional opinion, were then used to develop the updated regulations that are proposed in the Bylaw.

As there is no formal Public Hearing associated with Sign Bylaw amendments, Staff have presented early direction to Council in Monday morning open meetings for discussion. Staff's first introduction of the new proposed Bylaw direction was in March 2017 (Workshop 1) where Council was briefed on

significant policy changes (particularly in regard to digital signs and free-standing sign height), and extensive administrative and procedural amendments. At that meeting, Council requested further review of regulations for temporary signs, portable signs, real estate signs, and other small scale non-permanent signs that significantly contribute to general sign clutter in the community.

Staff returned to Council in July 2017 (Workshop 2) and presented the requested changes. Council generally agreed with the proposed regulation amendments, however Council also requested:

- clarification on the intent and purpose of the new Bylaw;
- further regulations on the movement of portable signs (time and location);
- options for a complete phase-out period for portable signs;
- consideration for increasing fees to support enforcement; and
- a review of all the regulation changes to the Bylaw.

The following sections in this report address those requests.

### Intent and Purpose

Council informally recommended that Staff consider updating the Sign Bylaw in order to address changing trends in the community, changes in sign technology, inconsistent and confusing language and layout, as well as to address an increase in the amount of variances being applied to the Bylaw. The existing Bylaw was adopted in 1998 and has been amended several times since then. With regard to the public engagement exercise, 22 per cent of survey respondents said that it isn't restrictive enough, while 16 per cent believe it's too restrictive. More than 40 per cent said they either didn't know or had no opinion and the remaining 20 per cent said the current regulations are appropriate. Staff is proposing a modernized Sign Bylaw that:

- has new definitions and types;
- removes cross-references for easier implementation;
- includes more visual examples of sign types;
- removes confusing and incomplete charts; and
- updates regulation.

### Real Estate Sign Replacement

Staff previously proposed adding a new regulation to commercial real estate signs that required them be relocated within the parcel every 90 days. The intent of creating this regulation was to ensure these signs remain in a good state of repair, and to ensure that they did not become semi-permanent fixtures on lots where no real estate activity was occurring.

Upon further review and input from stakeholders, Staff agree that requiring signs to be replaced every 90 days creates unnecessary waste when signs are not damaged, and damages existing landscaping areas on site where the signs are typically installed. Instead, Staff are proposing a new regulation where commercial real estate signs must remain in like-new condition for the length of their installation, and must be replaced when they begin to show evidence of wear, weathering or graffiti. A 180-day display limit for residential signs remains, and a sign permit is required for commercial real estate signs, good for 180 days.

## Portable Signs

Staff has previously recommended that portable signs be limited to government properties, for public information only. These types of signs largely contribute to the significant sign clutter in the City and detract from the high quality building facades and landscaping that staff and Council work hard to achieve through the development process. The current installation of portable signs typically outlasts the allowed time stated on the permit. There are rules in place for regulating portable signs in today's Bylaw, however they are difficult to enforce due to staffing levels and work volume. Further, the typical form and visual appeal of temporary signage is poor and not in keeping with the desired appearance of our City, particularly along major corridors and in town centers. Council has raised concerns regarding the effects a full removal of temporary signage might have on some businesses and asked Staff whether there should be a phase-out approach.

Should Council consider eliminating portable signs, as supported by staff, a one or two year phase out program could be implemented by:

- Announcing ban on portable signs effective January 1, 2019;
- Limiting them to Commercial and Public & Institutional zones effective January 1, 2018;
- Limiting them to major corridors effective June 1, 2018;
- Capping the number of portable sign permits issued by the City in 2018.

Staff has also proposed new rules for these type of signs which include limiting colour to white and black text only, and limiting maximum size to 1.68m<sup>2</sup> for trailer type portable signs, and 0.7 m<sup>2</sup> per side for other freestanding portable signs.

While Staff maintains its strong support for limiting portable signs to government properties only, an enforcement solution has been drafted for Council to consider. That option is to consider hiring a Bylaw Officer dedicated to Sign Bylaw enforcement to implement the phase-out approach to limiting portable signage. The logistics of this option are laid out in the following section of this report which includes reviewing the fees and fines for sign permits.

## Enforcement and Fees

While the proposed Bylaw includes new and robust rules for signs within the City, enforcement continues to be difficult for Staff due to; the lack of voluntary compliance, the volume of signs in the community paired with the lack of a designated compliance Bylaw Officer. Up until approximately 2015, two Bylaw Officers were primarily tasked with sign enforcement, however, enforcement is now dealt with on a complaint basis and the process is no longer proactive. As a result, there has been a proliferation of portable, non-compliant signage that is creating an unacceptable level of visual clutter in our community.

The estimated cost of hiring a dedicated Bylaw Officer is approximately \$86,000, inclusive of a vehicle and associated compliance related equipment.

Revenue to support this function could be generated by adjusting sign permit fees. They have not been reviewed since 2011 and are among the lowest in the province. The current sign fees in Kelowna are:

- Portable Signs:

- 30 days or less = \$30.00
- 31 to 60 days = \$40.00
- 61 to 90 days = \$50.00
- All other signs:
  - \$30.00 + \$5.00 / m<sup>2</sup>

Current permit fees in other municipalities in British Columbia include:

- Abbotsford = up to \$105
- Coquitlam = up to \$1,536
- Kamloops = up to \$200
- Nanaimo = up to \$200
- Richmond = up to \$600
- Surrey = up to \$632
- Victoria = \$100

In 2016, the City issued 271 sign permits, 114 of which were for portable signs. For example, an average of \$40 per sign would have brought in \$10,840 in revenue. If sign permit fees had been \$200, revenue would have been \$54,200, or a \$250 fee equates to \$67,750 in revenue.

Revenue would also be generated by fines issued by enforcement action. Currently, fines related to the Sign Bylaw are approximately \$100 and could be reviewed along with sign permit fees.

### Full Bylaw Review

The following section outlines all of the major changes Staff have made to the draft Sign Bylaw.

#### *Agricultural Product Sign*

Due to the suggested regulation changes to portable signs, Staff is proposing to allow agricultural product signs in free-standing form. Free-standing signs would be limited to 1.0 m<sup>2</sup> or 3.0 m<sup>2</sup> in the agriculture zones, depending on the area of the parcel.

#### *Animated and Digital Signs*

The current Sign Bylaw is unclear on the regulations regarding digital and animated signs. For the past two years, the City has been considering Digital Animated signs through the Council Development Permit process. Generally, digital signs in commercial buildings have not been supported, while digital signs on public service buildings such as churches or schools have been supported. While new technologies allow sign lighting levels to be better controlled, there does not appear to be any benefit to residents of the city in expanding the deployment of these signs and it would not add to the visual character of the community.

Based on City policy and public comment, there does not appear to be any compelling reason to expand digital animated signage to commercial zones with this iteration of the bylaw. If Council opts to restrict digital signage at this time, as per the draft bylaw, the regulations can always be reconsidered if the OCP and public opinion evolve. However, if Council opts to expand digital signage now, grandfathering protections will mean that the signage will not easily be removed if the decision is later reversed.

### *Marketing Signs*

This is a proposed new sign type for the Bylaw. The definition captures those temporary signs that are located on building facades, typically used to advertise new businesses or building tenants. The majority of these types of signs are eventually replaced with permanent fascia signs.

### *Sandwich Board Signs and Menu Boxes*

The current Sign Bylaw completely prohibits all Sandwich Board signs in the city, on private and public property. This has been cited by a number of groups consulted as excessive, and only 25 per cent of survey respondents indicated these types of signs as 'intrusive' or 'very intrusive'. It has also proven to be difficult to enforce. Staff propose that Sandwich board signs be permitted on private property during business hours only, and on Bernard Street sidewalks as per the Bernard Street Sidewalk Program. Bernard Street has been designed with wider sidewalks that allow signage at grade without impeding pedestrian traffic.

Staff is also proposing to increase the maximum size of sandwich board signs and menu boxes from 0.6 m<sup>2</sup> to 0.7 m<sup>2</sup> to align with the Bernard Street Sidewalk Program. Staff believes that the regulation should be the same in both policy documents.

### *Real Estate Signs*

Staff is proposing to create two types of real estate signs in the Bylaw to help differentiate between the small, standard signs used on residential properties and the large-scale signs used in (primarily) commercial and industrial zones.

Display time for residential type signs should be limited to six months and be replaced when they begin to show evidence of wear, weathering or graffiti. Commercial type signs should require a permit and be replaced when they begin to show evidence of wear, weathering or graffiti. The permit would include a simple permit application and a site plan that shows the location of the sign on the parcel.

### *Wall Signs*

Regulations have to be added to wall signs. Staff proposes treating them similar to fascia signs as they serve a similar purpose.

### *Sign Height*

A common comment regarding the Harvey Avenue corridor in Kelowna, and to a lesser extent other commercial corridors, relates to the number of free standing signs. Staff proposes to reduce the maximum size and height of free standing signs in commercial areas from 8.0 m in height to 5.0 m in height. The draft bylaw takes a strong stand on signage size, placing Kelowna firmly in the category of leader in reducing signage size in the region. A 5.0m high sign is the size of a 1 ½ storey home and is easily visible from city streets. Free-standing signs are also limited to one per property.

The OCP identifies a goal that Kelowna continue to develop a distinct style and feeling of its own. Traditionally, communities look at their neighbours to determine maximum sign sizes, leading to a fairly homogeneous level of signage across regions. By substantially reducing free standing sign sizes, Kelowna may set itself apart and begin to distinguish itself stylistically. As always, sign size may also be varied by Council where appropriate.



#### *Other Changes*

- All text in the Bylaw has been rewritten for internal consistency;
- Restructured Bylaw to read like the Zoning Bylaw;
- Increased flexibility through menu-type options;
- Increased allowances for Fascia Signs;
- Clarified permit requirements for signage to improve usability;
- Allowance of signs above a canopy;
- Changed the way signs are measured to encourage channel letter signs over box signs;
- Clarified the relationship between sign permits and development permits;
- Increased use of imagery in Bylaw; and
- Worked closely with Building Permitting and Bylaw Enforcement to enhance enforceability of the Bylaw.

**Report prepared by:** Lindsey Ganczar, Community Planning Supervisor  
**Reviewed by:** Ryan Smith, Community Planning Department Manager  
**Approved for Inclusion:** Doug Gilchrist, Divisional Director, Community Planning & Real Estate

#### Attachments:

Appendix 1 – Draft Sign Bylaw (October 2017 updates)  
Appendix 2 – Sign Bylaw Engagement Report

**SUMMARY:**

The Sign Bylaw sets the rules and regulations for both public and private property within City limits. It governs where signs may be placed, the size, number, type and appearance of the signs permitted and prohibits certain types of signs. The Bylaw also outlines when a permit is required for a sign and the information required on the permit application.

The Bylaw is intended to ensure that signage in Kelowna is developed and installed in a sensitive fashion that contributes to a high quality built environment.

DRAFT

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# CITY OF KELOWNA

## BYLAW NO. \_\_\_\_\_

### City of Kelowna Sign Bylaw

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A bylaw to regulate the number, size, type, form, appearance and location of signs in the City of Kelowna.

The Municipal Council of the City of Kelowna, in open meeting assembled, enacts as follows:

#### Section 1 – GENERAL ADMINISTRATION

##### 1.1 Title

- 1.1.1. This Bylaw may be cited as the 'Sign Bylaw No. \_\_\_\_\_.'

##### 1.2 Interpretation

- 1.2.1. Any enactment referred to herein is a reference to an enactment of British Columbia and regulations thereto, as amended, revised, consolidated or replaced from time to time, and any bylaw referred to herein is a reference to an enactment of the **Council** of the City of Kelowna, as amended, revised, consolidated or replaced from time to time.
- 1.2.2. The headings given to the sections and paragraphs in this Bylaw are for convenience of reference only. They do not form part of this Bylaw and will not be used in the interpretation of this Bylaw.
- 1.2.3. If any section, paragraph or phrase of this Bylaw is for any reason held to be invalid by a decision of a Court of competent jurisdiction, such decision will not affect the validity of the remaining portions of this Bylaw.

##### 1.3 Definitions

- 1.3.1. Any term or phrase that is not defined in this Bylaw but that is defined in the City of Kelowna **Zoning Bylaw** shall have the same meaning as defined in the **Zoning Bylaw**.

##### 1.4 Related Definitions

**'Abut or Abutting'** means immediately contiguous to, or physically touching, and when used with respect to **lots** or sites means two that share a common property line.

**'Agricultural and Garden Stands'** means those accessory buildings and structures for retailing agricultural products on a farm.

**'Awning'** means a retractable or non-retractable covering of non-rigid materials such as canvas or similar fabric projecting from the exterior wall of the building.

**'Building Frontage'** means the measurement of the length of a building wall which directly faces a street.

**'Building Inspector'** means the persons appointed by **City Council** to administer and enforce the provisions of the City of Kelowna Building Regulation Bylaw and the City of Kelowna Plumbing Regulation Bylaw of the day.

**'Bylaw Enforcement Officer'** means the officers or employees appointed by **Council** as such.

**'Canopy'** means a non-retractable hood, cover, or marquee which projects from the wall of a building. It does not include an **awning**, projecting roof, roof eaves, or enclosed structure.

**'Changeable Copy'** (automatic or manual) means a **sign** on which **copy** can be changed manually through use of attached letters and numerals.

**'City'** means the City of Kelowna.

**'Comprehensive Sign Plan'** means plans and drawings that specify the location, size, materials, colour, lighting and designs of all existing and proposed signs on a site or development in relation to buildings, access, and landscaping.

**'Copy'** means the wording of a **sign** in permanent or removable letter form, including symbols, **logos** and other things comprising the visual message.

**'Council'** means the Municipal Council of the City of Kelowna.

**'Director of Community Planning and Strategic Investment'** means the person appointed as such by **Council** and includes his or her lawful designate.

**'Frontage'** means the length of a **lot** line which immediately adjoins a street other than a lane or walkway.

**'Height'** means, with respect to a **sign**, the maximum vertical distance between the normal grade around the **sign** (exclusive of any berm or embankment) and the highest point of the **sign**.

**'Hoarding'** means any temporary wall and related structures which form a continuous **site** enclosure, which is erected for the purpose of **site** protection, including, but not limited to, any temporary structure required as a result of safety requirements imposed by provincial or federal legislation to cover sidewalks, scaffolding, and fencing.

**'Logo'** means a symbolic representation not including any words, names or numbers unless part of a registered trademark, which is used exclusively to simplify advertising of a product, business, service, or activity, and which contains no additional identification, information or message.

**'Lot'** means a parcel of land, including crown land, which is legally defined either by registered plan or description.

**'LUX'** means a measurement for the amount of light coming from a digital display screen and striking the human eye at a given distance. One LUX is perceived brightness of the light from one candle striking the human eye at one metre away.

**'Nit'** means a measurement equivalent to the power emitted by a digital display screen in a particular direction, as perceived by the human eye, per square metre.

**'Owner'** means the registered owner of an estate in fee simple or strata title, or his agent authorized in writing, and includes:

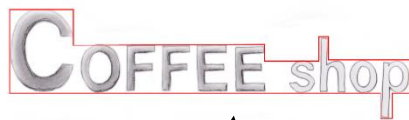
- (a) the tenant for life under a registered life estate; and
- (b) the registered holder of the last registered agreement for sale.

**'Residential Sales Centre'** means a permanent or temporary building or structure used for a limited period of time for the purpose of marketing residential land or buildings.

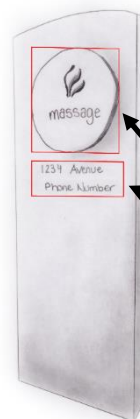
**'Roof Line'** means the horizontal line made by the intersection of the wall of the building with the roof of the building or the top of the edge of the parapet. In the case of a building with a pitched roof, the **roof line** shall be at the eave level.

**'Sign'** means any visual medium, including its structure and other component parts, or banner, illuminated or non-illuminated, which is visible from any public street or adjacent property or any lettering, words, pictures or symbols which identify, describe, illustrate, advertise or draw attention to a product, place, activity, business, service, or institution. Without limiting the generality of the foregoing, signs include banners, letters, illustrations, figures, neon tubing, placards, painted messages, but not flags, window displays of merchandise or signs painted on or attached to a motor vehicle unless the vehicle is parked on a regular basis to act as a sign.

**'Sign area'** means the total area within the outer edge of the frame or border of a **sign**. Where a **sign** has no frame, border or background, the area of the **sign** shall be the area contained within the shortest line surrounding the whole group of letters, figures or symbols of such **sign**. In the case of a multi-faced **sign**, only one side of the **sign** shall be counted.



Free-Standing  
Sign Area



Fascia Sign  
Area

'Zone' means the zones identified and defined in City of Kelowna **Zoning Bylaw**.

'Zoning Bylaw' means City of Kelowna Zoning Bylaw of the day.

### 1.5 Administration of Bylaw

1.5.1. The **Director of Community Planning and Strategic Investment, Building Inspectors, Bylaw Enforcement Officers** and their delegates are hereby empowered to:

- (a) administer this Bylaw, which includes the issuance of **sign** permits where the proposed **sign** conforms to this Bylaw and all other applicable bylaws of the **City**;
- (b) keep records of any application received, permits and orders issued, and inspections made;
- (c) order the correction of any work that is being or has been improperly done under a permit, or that is done in contravention of the terms and conditions of a permit or of this Bylaw or any other bylaw of the **City**;
- (d) order the cessation of work that is proceeding in contravention of this Bylaw or any permit issued pursuant to this Bylaw;
- (e) revoke a permit where there is a violation of any term or condition of the permit or a contravention of this Bylaw or any other bylaw of the **City**;
- (f) order the removal of a **sign** for which there is no valid and subsisting permit or that does not conform to this Bylaw or any other bylaw of the **City**; and
- (g) order the painting, repair, alteration or removal of any **sign** that has become dilapidated or is abandoned, or that constitutes, in the opinion of the **Building Inspector**, a hazard to public safety or property.

### 1.6 Sign Application Information

1.6.1. Every application for a permit must be made on an approved form and shall be accompanied by the appropriate application fee as outlined in the City of Kelowna Development Application Fees Bylaw of the day.

1.6.2. The applicant shall provide sufficient information to identify the site and any applicable improvements thereon including:

- (a) the completed application form signed by the property **owner** and, if different, the person responsible for erecting the **sign**;
- (b) drawings that describe the dimensions, area, materials, finishes, colours, size of lettering, wording and graphics, method of illumination, and mounting or erection details;
- (c) drawings or photos that show the dimensions and location of all existing and proposed **signs** on the building façade or on a site relative to grade, vehicle areas, and **lot** lines; and
- (d) any other information required by the **Building Inspector** in order to determine compliance with this Bylaw.

1.6.3. The **Building Inspector** may require, as a condition of the issuance of any **sign** permit, that all drawings and specifications, or any part thereof, be prepared and sealed by a professional engineer registered in British Columbia.

- 1.6.4. The **Building Inspector** may require that a professional engineer registered in British Columbia supervise the work authorized by such permit, or any part thereof, as specified by the **Building Inspector**, until it is completed.

DRAFT



## Section 2 – GENERAL REGULATIONS

### 2.1 Signs Permitted in All Zones without Permits

- 2.1.1. The following forms of signage are permitted on all properties in the **City** without any **sign** permit, provided they comply with all regulations in this Bylaw:
- (a) Official Signs or **signs** required to be maintained or posted by law or governmental order, rule or regulation, and traffic control signs pursuant to the Motor Vehicle Act or other Provincial legislation;
  - (b) **signs** not visible from a public roadway, sidewalk, park or any adjacent or **abutting** properties;
  - (c) **signs** located no closer than 0.9 m to the inside face of a window;
  - (d) on-site **signs**, with a **sign area** not exceeding 1.0 m<sup>2</sup>, and with a vertical dimension of the **sign**, exclusive of any supporting structure, of less than 1.0 m, for the direction of control of traffic, pedestrians or parking;
  - (e) temporary seasonal decorations provided that they are erected no longer than 45 consecutive days in one (1) calendar year;
  - (f) Banner Signs for special events only may be displayed immediately prior to and during the special event, provided the **sign area** does not exceed 5.0 m<sup>2</sup> and the Banner Sign is displayed for no more than 14 consecutive days and for no more than 28 days in one (1) calendar year per event.

### 2.2 Permit Required

- 2.2.1. No person shall construct, place, erect, display, alter, repair, or re-locate a **sign** requiring a permit without a valid **sign** permit issued pursuant to this Bylaw.
- 2.2.2. A permit expires if the authorized **sign** development is not substantially commenced within one (1) year of the date of issuance.
- 2.2.3. Notwithstanding a permit being issued to a third party, the **owner** and occupier of the **lot** where a **sign** is located are jointly and severally responsible to complete all work in accordance with the permit and public safety, and to maintain the **sign** in a safe condition free from defects.

### 2.3 Prohibitions

- 2.3.1. No person shall construct, place, erect, display, alter, repair or re-locate a **sign** not requiring a permit except in conformance with this Bylaw.
- 2.3.2. No off-site **signs** are permitted except for directional signs and agricultural product signs, real estate signs, and project signs, in conformance with the provisions of this Bylaw.
- 2.3.3. No **sign** shall be erected, operated, used or maintained and no **sign** permit shall be issued for a **sign** that:
- (a) due to its position, shape, colour, format or illumination obstructs the view of, or may be confused with, an official traffic sign, signal or device, or may create a hazard to the safe and efficient movement of vehicular or pedestrian traffic;

- (b) displays lights resembling the flashing, intermittent or scintillating motion of lights usually associated with danger or those used by police, fire, ambulance and other emergency vehicles;
- (c) obstructs the use of a fire escape, fire exit, door, flue, air intake, exhaust, window, or interferes with any electrical or telephone wires or associated supports, but shall not include a window sign permitted by this Bylaw. Notwithstanding, **signs** shall not be located such that they interfere with any opening required for ventilation or natural light;
- (d) projects over or rests upon any part of a public right-of-way, walkway or public sidewalk, except a Fascia Sign, public transit shelter sign or Canopy Sign unless otherwise permitted in this Bylaw;
- (e) is attached to or painted upon a tree, fence, or utility pole;
- (f) is a roof **sign**;
- (g) is a third party **sign**, including billboards, except a **sign** giving general warning or direction to the public and **signs** located on **City** facilities, public transit buses and public transit shelters as approved in accordance with applicable municipal advertising contracts and/or agreements;
- (h) is attached to or located on any parked vehicle, trailer or container not normally used in the daily activity of the business and that is visible from the road so as to act as a **sign** for the advertisement of products, or to direct people to a business or activity;
- (i) emits sound or odour, or discharges any gas, liquid or solid;
- (j) moves or assumes any motion constituting a non-stationary or non-fixed condition including rotating **signs**, swinging **signs** and trivision **signs**. **Signs** having moving parts, whether caused by mechanical apparatus, electrical pulsation or other motive power are also prohibited; or
- (k) projects **sign copy** onto a building or any other surface from or by a source external to the **sign** or **sign copy**.

## 2.4 Signs on Public Property

- 2.4.1. No **sign** is permitted on or over any curb, sidewalk, post, pole, hydrant, boulevard median, bridge, tree or other surface located on public property or across any street or public thoroughfare except for Special Events Signs, Projecting Signs, Awning Signs, Canopy Signs, Fascia Signs, Free-Standing Signs, and Suspended Signs or as otherwise permitted by this Bylaw, in conformance with this Bylaw or any other bylaw of the **City**.
- 2.4.2. Whenever any **sign**, except an Awning or Fascia Sign, is installed or erected either wholly or partly over public property, the **owner** shall obtain and at all times maintain in full force and effect a policy of liability insurance covering bodily injury and/or property damage for claims arising out of the ownership of such **sign** in the amount of \$2,000,000.00 for so long as the **sign** or any portion thereof remains over public property.
- 2.4.3. In addition to the maintenance of the insurance required by Section 2.3.2, every **owner** of a **sign** that is installed or erected over public property shall enter into an agreement with the **City** in the form satisfactory to the **Building Inspector** to indemnify against and to save the **City** harmless from any and all liability resulting from injury to person or damage to the property which results from the presence, collapse or failure of the **sign**.

## 2.5 Sign Lighting

- 2.5.1. The illumination for any permanent **sign** shall not create a direct glare upon the surrounding site, street or lane.
- 2.5.2. A **sign** located on or at the rear or side of any building shall not be illuminated if the **lot abuts** any residential or agricultural **zone**.
- 2.5.3. Backlighting of **signs** is not permitted in agricultural and residential **zones**.

## 2.6 Comprehensive Sign Plan

- 2.6.1. A **comprehensive sign plan** shall be submitted as part of an application for an Urban Design Development Permit to consider multiple **signs** associated with a development project.
- 2.6.2. A **comprehensive sign plan** shall be considered by **Council** as part of an Urban Design Development Permit, and may allow signage numbers, areas and types to exceed those otherwise permitted by this Bylaw, where:
  - (a) the proposed **signs** are designed to be fully compatible with the existing or proposed buildings to which they are accessory;
  - (b) the proposed **signs** are suitable for the building, the **lot**, and the **zone** in which they are located; and
  - (c) there would be a greater degree of visual harmony than through the application of the specific **sign** and specific **zone sign** regulations.

## 2.7 Abandoned and Dilapidated Signs

- 2.7.1. Every **sign** permit issued for the erection, display, modification or restoration of a first party **sign** expires where the business, product, activity or service to which the **sign** relates ceases to operate or is no longer available at the premises where the **sign** is located. Any such **sign** shall be removed within 60 days of termination of such business or service.
- 2.7.2. No person being the **owner** or lessee of a **lot** upon which a **sign** is located shall permit, suffer or allow such **sign**, its faces, supports, electrical system or anchor-age to become dilapidated or unsafe.
- 2.7.3. The **Building Inspector** may require the removal or repair of any **sign** or its supporting structure which, in his or her opinion, is or has become dilapidated, unsightly or unsafe, or is in such a state of disrepair as to constitute a hazard, or which has been erected or maintained contrary to the provisions of this Bylaw.

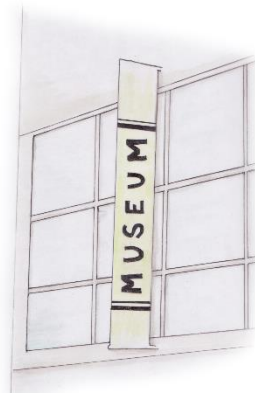
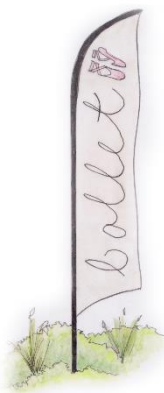
## Section 3 – SIGNS NOT REQUIRING A PERMIT

### 3.1 Agricultural Product Sign

- 3.1.1. 'Agricultural Product Sign' means a **sign** that advertises agricultural products for sale at **agricultural and garden stands** or directly from a farm, but does not contain any other advertising.
- 3.1.2. Regulations:
- (a) Shall be a free-standing or sandwich board **sign**;
  - (b) Shall not be lit;
  - (c) Must be removed within 30 days of the end of the growing season of the advertised farm product; and
  - (d) Shall not contain any advertising other than the agricultural products for sale.
- 3.1.3. Unless otherwise indicated in Sections 5 through 12, the maximum dimensions of the **sign** are:
- (a) **Sign area**:
    - a. Where the **lot** is less than 5.0 ha, the maximum **sign area** is 1.0 m<sup>2</sup>.
    - b. Where the **lot** is greater than 5.0 ha, the maximum **sign area** is 3.0 m<sup>2</sup>.

### 3.2 Banner Sign

- 3.2.1. 'Banner Sign' means a **sign** of non-rigid material, such as cloth, canvas, or vinyl, mounted to a pole, structure, or building.
- 3.2.2. Regulations:
- (a) Shall not be placed on public roadways or sidewalks unless in a permitted enclosed patio;
  - (b) The maximum **sign area** is 2.0 m<sup>2</sup>; and
  - (c) The maximum **height** is 3.0 m.



### 3.3 Contractor Sign

3.3.1. 'Contractor Sign' means a **sign** erected for the duration of construction by the contractor listing the project name and firms involved in the construction.

3.3.2. Regulations:

- (a) Shall be a Free-Standing, Fascia or Hoarding Sign;
- (b) Shall not be erected more than five (5) days prior to the start of construction for which a valid Building Permit has been issued; and
- (c) The display of **signs** shall be limited to the duration of the construction, sales, or demolition project or one (1) year following the issuance of a Building Permit for the project.



3.3.3. Unless otherwise stated in Sections 5 through 12, the maximum dimensions of the **sign** are:

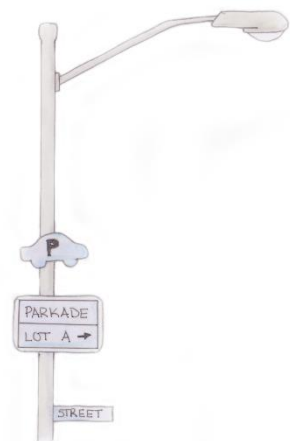
- (a) **Sign area:**
  - a. In an agricultural or residential **zone**, the maximum **sign area** is 2.0 m<sup>2</sup>.
  - b. In a non-agricultural or non-residential **zone**, the maximum **sign area** is 3.5 m<sup>2</sup>.
- (b) **Height:**
  - a. In an agricultural or residential **zone**, the maximum **height** is 2.5 m.
  - b. In a non-agricultural or non-residential **zone**, the maximum **height** is 3.5 m.

### 3.4 Directional Sign

3.4.1. 'Directional Sign' means any **sign** that gives direction or instruction to pedestrian, bicycle, and vehicular traffic, or indicates the direction or route from the **sign** to a business, place or event.

3.4.2. Regulations:

- (a) Shall only permitted off-site for directing traffic to:
  - a. A **residential sales centre**;
  - b. A property for sale; or
  - c. **Agricultural and garden stands**;
- (b) Written permission shall be obtained from the land **owner** upon which the **signs** are to be located;
- (c) Shall not be lit;
- (d) May contain the name and **logo** of the business, but shall not contain advertising **copy**;



- (e) **Signs** directing traffic to a **residential sales centre** shall only be located on **lots abutting** road intersections leading to the sales centre; and
- (f) **Signs** must be removed within 14 days of the project or property no longer being marketed.

### 3.5 Directory Sign

- 3.5.1. 'Directory Sign' means a **sign** consisting of the name and location of businesses located on the same **lot** on which the **sign** is erected.
- 3.5.2. Regulations:
  - (a) Shall be a Fascia or Wall Sign; and
  - (b) Shall not be internally lit.
- 3.5.3. Unless otherwise stated in Sections 5 through 12, the maximum **sign area** is 2.0 m<sup>2</sup>.



### 3.6 Home Based Business Sign

- 3.6.1. 'Home Based Business Sign' means a **sign** that identifies a business secondary to the residential use of a dwelling unit or accessory building.
- 3.6.2. Regulations:
  - (a) Shall be a Fascia or Free-Standing Sign; and
  - (b) May be externally illuminated by one (1) fixture of non-fluorescent light.
- 3.6.3. Unless otherwise stated in Sections 5 through 12, the maximum dimensions of the **sign** are:
  - (a) **Sign area:**
    - a. The maximum **sign area** is 0.5 m<sup>2</sup>.
    - b. Except if the **sign** advertises a Bed and Breakfast, the maximum **sign area** is 2.0 m<sup>2</sup>.
  - (b) **Height:**
    - a. The maximum **height** is 1.0 m.



### 3.7 Marketing Sign

- 3.7.1. 'Marketing Sign' means any temporary sign that promotes the future tenant of the existing building on which the **sign** is erected.
- 3.7.2. Regulations:
  - (a) Shall be a Fascia Sign; and

- (b) **Copy** shall be limited to the future tenant's name and logo, and a description of the future activity in the building.
- (c) The display of signs shall be limited to 90 days.

3.7.3. Unless otherwise stated in Sections 5 through 12, the maximum **sign area** is 4.0 m<sup>2</sup>.



### 3.8 Official Sign

- 3.8.1. 'Official Sign' means a **sign** required by, or erected pursuant to the provisions of federal, provincial, or local government legislation, regulation, or bylaw.

### 3.9 Project Sign

- 3.9.1. 'Project Sign' means a **sign** erected on a development, subdivision or construction site, or on the same parcel as a **residential sales centre** for a development, subdivision or construction site, that names and describes the project and provides marketing information relating to the project, which may include project name, **logo**, contact information and/or office hours. This **sign** may also list the names of the consultants involved on the development team.



#### 3.9.2. Regulations:

The following regulations do not apply to banners installed by or at the behest of the City:

- (a) Display of **signs** shall not commence before the Development Permit application is submitted, or the subdivision has received issuance of a Preliminary Layout Review letter;
- (b) The display shall be limited to a period of three (3) years after the Development Permit is issued or three (3) years after the subdivision is approved;
- (c) Should the project not continue to actively proceed for a period of one (1) year or more, the **signs** shall be removed;
- (d) Banner Signs shall be permitted to be mounted on ornamental street lighting standards leading to the **residential sales centre**, or to temporary flag poles installed in the road right of way with permission from the appropriate **City** agency;
- (e) Banner Signs on lamp standards shall be located within 500 m of the **residential sales centre**;
- (f) Permission to mount banner **signs** on lamp standards shall be obtained from the **owner** of the lamp standard;
- (g) Banner Signs on lamp standards may contain the corporate **copy** of the developer and the project name; and
- (h) Banner Signs on lamp standards may remain in place for the duration of the project, but shall be removed within 14 days of the project no longer being marketed.

3.9.3. Unless otherwise stated in Sections 5 through 12, the maximum dimensions of the **sign** are:

- (a) **Sign area:**
  - a. The maximum combined **sign area** of all Project Signs associated with a project, excepting **signs** attached to **hoarding** or to lamp standards, is 9.0 m<sup>2</sup>.
  - b. The maximum **sign area** for Banner Signs attached to lamp standards is 2.8 m<sup>2</sup>.
  - c. There is no maximum area for **signs** attached to construction **hoarding** as long as the **signs** do not extend beyond the limits of the **hoarding**.
  - d. Signs attached to construction **hoarding** may not display company names or logos, but may display images, the project name and contact information.
- (b) **Height:**
  - a. The maximum **height** is 4.5 m.



### 3.10 Real Estate Sign – Residential

3.10.1. 'Real Estate Sign – Residential' means a temporary **sign** for the purpose of advertising that the residential property on which it is located is for sale, lease or rent and may include the name of the agent, contact, or **owner** offering the property.

3.10.2. Regulations:

- (a) Shall only be displayed during the required advertising period and shall be removed within 30 days of contract completion.
- (b) Where a residential property is being advertised for sale, lease or rent for more than six (6) months, all Real Estate Signs – Residential on the property must be replaced semi-annually.

3.10.3. Unless otherwise stated in Sections 5 through 12, the maximum **sign area** is 1.5 m<sup>2</sup>.



### 3.11 Sandwich Board Sign

3.11.1. 'Sandwich Board Sign' means a framed **sign** consisting of two (2) faces, hinged together at one end that is self-supported, easily moved, and not affixed to a building, base structure, or the ground.

3.11.2. Regulations:

- (a) Shall only be displayed during posted business hours for the associated business premise;
- (b) Shall only be placed on the property of the business or organization advertised; and
- (c) Shall not be placed on public roadways or sidewalks unless in a permitted enclosed patio.

3.11.3. Unless otherwise stated in Sections 5 through 12, the maximum **sign area** is 0.7 m<sup>2</sup> per side.



### 3.12 Special Event Sign

3.12.1. 'Special Event Sign' means a **sign** that promotes, identifies or directs to a community service or event, which is endorsed by the **City** or which is organized by a service club, religious organization, school, non-profit or health and welfare organization.

## 3.12.2. Regulations:

- (a) Shall advertise sporting events, community causes, charitable fund raising campaigns, and non-profit arts and cultural events;
- (b) A maximum of four (4) **signs** shall be permitted per event or campaign;
- (c) May be placed on private property, **City** property, or on a municipal right of way only with the permission of the property **owner** or the **City**;
- (d) Shall not be erected more than 30 days per calendar year;
- (e) Shall not be displayed longer than seven (7) consecutive days;
- (f) Shall be removed within four (4) days of the end of the event or campaign; and
- (g) May be placed on the public right of way only if specifically permitted, in writing, by the City Engineer. Such **signs** shall be placed so as not to obstruct, hinder or in any way interfere with the use by drivers of motor vehicles and pedestrians on **abutting** streets or walkways.



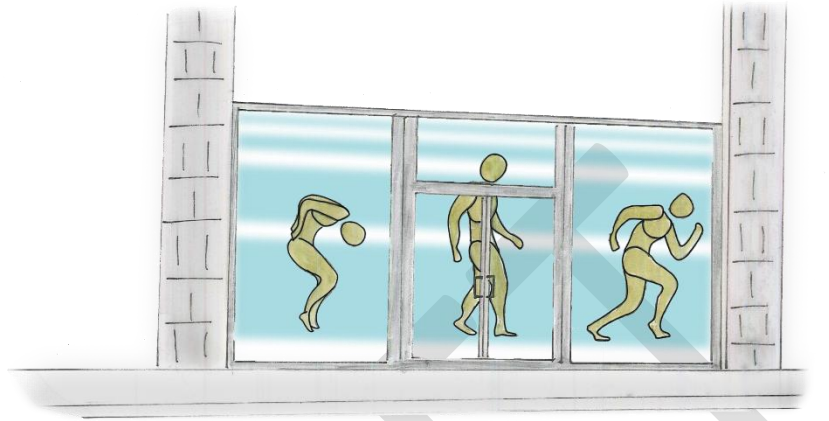
## 3.13 Window Sign

3.13.1. 'Window Sign' means any **sign** painted on, attached to, or installed inside a window, including a window in a door, intended to be viewed by persons passing by outside the premises. Window Signs do not include window displays or merchandise displayed through a window.

## 3.13.2. Regulations:

- (a) Window area includes all contiguous panes of glass, including panes of glass that would be contiguous if not separated by mullions, but does not include contiguous panes of glass on a doorway;
- (b) One (1) neon **sign**, advertising a specific brand of beverage, in one (1) window of a major eating and drinking establishment is permitted; and
- (c) "Closing out" **signs** are not limited in **sign area** and shall not be displayed longer than 60 consecutive days.

- 3.13.3. Unless otherwise stated in Sections 5 through 12, the maximum **sign area** is the lesser of 0.3 m<sup>2</sup> per metre of **frontage** occupied by the business advertised or 25% of the total window area.



## Section 4 – SIGNS REQUIRING A PERMIT

### 4.1 Awning Sign

4.1.1. 'Awning Sign' means a **sign** painted, stenciled or attached on the fabric surface of a shelter supported entirely from an exterior building wall.

4.1.2. Regulations:

- (a) Shall not extend vertically or horizontally beyond the limits of the **awning**;
- (b) Shall conform to the Building Bylaw;
- (c) Shall be painted or affixed flat to the exterior of the **awning**;
- (d) Shall be limited to a **logo**, name or principal product line of the business occupying the building to which it is attached; and
- (e) Where an **awning** projects over public property, the **awning** must have been issued a valid and subsisting Building Permit and comply with the City of Kelowna Building Bylaw and all other relevant bylaws and policies prior to the issuance of a Sign Permit.



4.1.3. Unless otherwise stated in Sections 5 through 12, the maximum **sign area** is the lesser of 40% of the **awning** face or 1.0 m<sup>2</sup> per lineal meter of **awning**.

### 4.2 Canopy Sign

4.2.1. 'Canopy Sign' means a **sign** attached to, constructed as part of, or installed upon or above the face of a building **canopy**, and shall not include an Awning Sign.

4.2.2. Regulations:

- (a) Shall attach to the end of the **canopy**;
- (b) Shall not extend beyond the horizontal limits of the **canopy**;
- (c) Shall conform with the Building Bylaw; and
- (d) Where a **canopy** projects over public property, the **canopy** must have been issued a valid and subsisting Building Permit and comply with the City of Kelowna Building Bylaw and all other relevant bylaws and policies prior to the issuance of a Sign Permit.



4.2.3. Unless otherwise stated in Sections 5 through 12, the maximum **sign area** is the lesser of 40% of the **canopy** face or 1.0 m<sup>2</sup> per lineal meter of **canopy**.

### 4.3 Electronic Message Centre

4.3.1. 'Electronic Message Centre (EMC)' means a **sign** that uses computer generated messages involving letters, words, numbers, graphics, animation, video or dynamic text using electronic screens, projection, television, computer video monitors, liquid crystal displays (LCD), light emitting diode (LED) displays, or any other similar electronic, computer generated or digital technology.

4.3.2. Regulations:

- (a) **Copy** shall remain in place for a minimum of 6.0 seconds before switching to the next **copy**;
- (b) The maximum transition time between each digital **copy** is 0.25 seconds;
- (c) **Copy** shall not be shown on the digital display using full motion video or otherwise give the appearance of animation of movement, and the transition between each digital **copy** shall not be displayed using any visible effects, including, but not limited to, action, motion, fading in and out, dissolving, blinking, intermittent, or flashing light or the illusion of such effects;
- (d) **Copy** shall not be shown in a manner that requires the **copy** to be viewed or read over a series of sequential **copy** messages on a single digital display, or sequences on multiple digital displays;
- (e) All Electronic Message Centres shall be equipped with an ambient light sensor;
- (f) The digital display shall not increase the light levels adjacent to the digital display by more than 3.0 **LUX** above the ambient light level;
- (g) While the **sign** is in operation, the light output for the digital display shall be set in accordance with the following maximum luminance levels when measured from the **sign** face at its maximum brightness:
  - a. From sunrise to sunset, 7500 **Nits** in all **zones**;
  - b. From sunset to sunrise:
    - i. 500 **Nits** in industrial **zones**; and
    - ii. 300 **Nits** in commercial and public and institutional **zones**; and

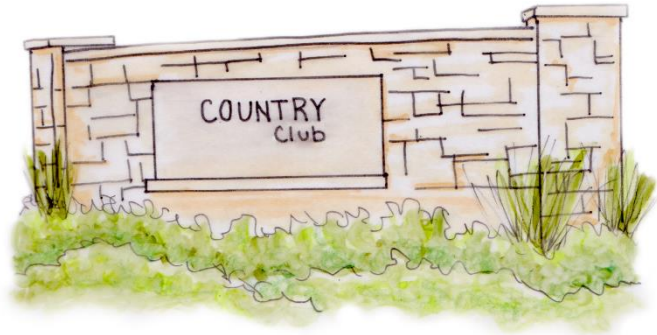
If any component on the **sign** fails or malfunctions, the **sign** shall be programmed to automatically turn off.



4.3.3. Unless expressly permitted as a form of signage in a **zone**, Electronic Message Centres or other forms of digital or electronic signage are prohibited in all **zones**.

#### 4.4 Entrance Feature Sign

- 4.4.1. 'Entrance Feature Sign' means a **sign** that displays the name of a residential neighbourhood, manufactured home park, commercial or industrial subdivision and that is located at the primary entrance to the subdivision, and may include associated landscaping.



- 4.4.2. Regulations:

- (a) Shall not be permitted over utility rights-of-way or easements;
- (b) **Copy** shall be limited to the name of the neighbourhood or subdivision;
- (c) Shall not be backlit; and
- (d) Applicant must identify proposed ownership of each **sign** and arrangements for future maintenance and upkeep.

- 4.4.3. Unless otherwise stated in Sections 5 through 12, the maximum dimensions of the **sign** are:

- (a) **Sign area:**
  - a. The maximum **sign area** is 10.0 m<sup>2</sup>.
- (b) **Height:**
  - a. The maximum **height** is 4.0 m.

#### 4.5 Fascia Sign

- 4.5.1. 'Fascia Sign' means a flat **sign**, illuminated or non-illuminated, that runs parallel to the facade of a building to which it is attached.

- 4.5.2. Regulations:

- (a) Shall not project above **roof line** or more than 0.4 m from the wall face;
- (b) Shall have a minimum vertical clearance of 2.5 m;
- (c) May be located more than 1.0 m above the second storey provided that the **sign** consists of only a **logo**, the name of a building, street address, or particular tenant; and

- (d) When in the form of individual letters, symbols or **logos** shall be directly attached to the building face.



- 4.5.3. Unless otherwise stated in Sections 5 through 12, the maximum **sign area** is 1.0 m<sup>2</sup> per lineal metre of **building frontage** to a maximum of 20% of the wall surface to which it is attached.

#### 4.6 Free-Standing Sign

- 4.6.1. 'Free-Standing Sign' means a **sign** that is supported by columns, structures or supports that are placed or anchored in the ground, and that does not require the support of a building or other structure.

##### 4.6.2. Regulations:

- (a) Shall not be located closer than 1.5 m to a **lot** line or within 30.0 m of another Free-Standing Sign;
- (b) Shall maintain a minimum clearance of 4.4 m when projecting over a vehicular traffic area such as a parking lot aisle or driveway;
- (c) Shall not obscure a pedestrian's or driver's line of vision from a street, access road or sidewalk to oncoming traffic. The line of vision shall be measured a distance of 8.0 m back along both **abutting** and intersecting streets along the **abutting lot** lines of the **lot** from the point of intersection of the streets. In the case of an access road, the 8.0 m shall be measured back along the edge of the access road from the point of intersection with the street; and
- (d) If requiring power, shall be connected to an underground electrical source. All light fixtures, switches and wiring shall be weatherproofed unless a permanent rigid sealed structure is provided that ensures that the electrical installation is kept dry at all times.





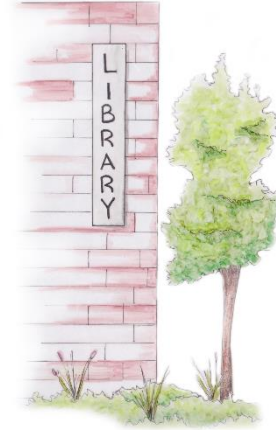
All wiring and conduits shall be placed within building walls, located underground or somehow concealed from view.

#### 4.7 Identification Sign

4.7.1. 'Identification Sign' means a **sign** that is limited to the name, address or number of a building, institution, or person, or a description of an activity in the building or institution or the occupation of the person.

4.7.2. Regulations:

- (a) Shall be a Fascia Sign; and
- (b) **Copy** shall be limited to the name, address, **owner** or number of a building, institution, or person, or a description of an activity in the building or institution or the occupation of the person.



4.7.3. Unless otherwise stated in Sections 5 through 12, the maximum dimensions of the **sign** are:

- (a) **Sign area:**
  - a. In a residential **zone**, the maximum **sign area** is 0.15 m<sup>2</sup>.
  - b. In a non-residential or mixed use **zone**, the maximum **sign area** is 0.50 m<sup>2</sup>.

#### 4.8 Menu Box

4.8.1. 'Menu Box' means a wall mounted or drive-thru display box containing only the menu of an eating and drinking establishment.

4.8.2. Regulations

- (a) Shall be in the form of a Fascia Sign;
- (b) Except a drive-thru menu board **sign** may be a Free-Standing Sign; and
- (c) Drive-thru menu boards must be directed only to persons using the drive-thru.

4.8.3. Unless otherwise stated in Sections 5 through 12, the maximum dimensions of the **sign** are:

- (a) **Sign area:**
  - a. The maximum **sign area** is 0.7 m<sup>2</sup>.
  - b. Where the Menu Box is for a drive-thru restaurant, the maximum **sign area** is 4.5 m<sup>2</sup>.
- (b) **Height:**
  - a. The maximum **height** is 2.0 m.



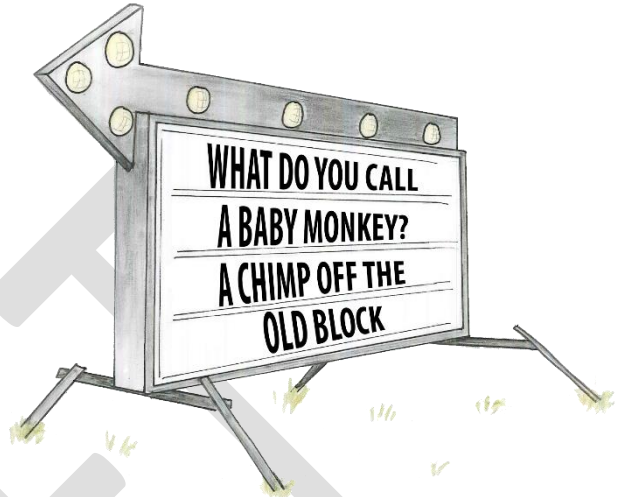


#### 4.9 Portable Sign

4.9.1. 'Portable Sign' means a **sign** mounted on a frame, stand or other similar structure that can be easily moved and that uses manual changeable **copy**.

4.9.2. Regulations:

- (a) Shall only be located on parcels owned by the municipal, provincial or federal government.
- (b) Shall be placed on a lot so that it does not obscure the line of vision from a street, access road or sidewalk to incoming traffic. The line of vision shall be measured a distance of 8.0 m back along both abutting and intersecting streets along the abutting property lines of the lot from the point of intersection of the streets. In the case of the access road the 8.0 m shall be measured back along the edge of the access road from the point of intersection of street;
- (c) Shall display black and white text only;
- (d) Shall not be placed at any specific location on a property for more than 30 days in a calendar year;
- (e) Shall not be placed on a property for more than 90 days in a calendar year.



#### 4.10 Projecting Sign

4.10.1. 'Projecting Sign' means any self-supporting **sign** that is attached to or projects more than 0.4 m from the face of structure or building wall.

4.10.2. Regulations:

- (a) Shall have two (2) **sign** faces;
- (b) Shall not project above the top of the vertical face of the **roof line** or parapet to which it is attached, except a cantilever support may extend a maximum of 0.3 m above the **roof line**;
- (c) Shall have no more than 0.6 m in space between the **sign** and the supporting wall;
- (d) May be lit by wall mounted directional lighting;
- (e) Shall not project more than 1.5 m from the building face to which it is attached or within 0.6 m of any curb line; and



- (f) A professional engineer registered in British Columbia shall prepare and seal the structural design of the **sign's** foundation, column, or frames that project over public property.

4.10.3. Unless otherwise stated in Sections 5 through 12, the maximum dimensions of the **sign** are:

- (a) **Sign area:**
  - a. The maximum **sign area** is 0.6 m<sup>2</sup> in area per side.
- (b) **Height:**
  - a. The minimum vertical clearance is 2.5 m.
  - b. The maximum **height** above grade is 7.5 m

#### 4.11 Real Estate Sign – Commercial

4.11.1. 'Real Estate Sign – Commercial' means a **sign** indicating that the commercial, industrial, public or institutional property or building on which it is located is for sale, lease or rent along with the name of the agent, contact, or **owner** offering the property or building.



4.11.2. Regulations:

- (a) Are not permitted in residential zones.
- (b) Shall only be displayed during the required advertising period and shall be removed within 30 days of contract completion.
- (c) Signs must be relocated to another location of the property every ninety (90) days.
- (d) Where a property is being advertised for sale or lease for more than six (6) months, all Real Estate Signs – Commercial on the property must be replaced semi-annually.
- (e) Where a building or unit is being advertised for lease or rent, the Real Estate Sign – Commercial must be placed on the building where the space is being leased or rented.

4.11.3. Unless otherwise stated in Sections 5 through 12, the maximum **sign area** is 3.0 m<sup>2</sup>.

#### 4.12 Suspended Sign

4.12.1. 'Suspended Sign' means a **sign** attached to the underside of a **canopy** or an **awning**.

4.12.2. Regulations:

- (a) Shall not extend vertically or horizontally beyond the limits of the **canopy** or **awning**; and
- (b) Shall be limited to the **logo**, name, or principal product lines of the business occupying the building to which it is attached.



4.12.3. Unless otherwise stated in Sections 5 through 12, the maximum dimensions of the **sign** are:

- (a) **Sign area:**
  - a. The maximum **sign area** is 0.5 m<sup>2</sup> per side.
- (b) **Height:**
  - a. The minimum vertical clearance is 2.5 m.

#### 4.13 Wall Sign

4.13.1. 'Wall Sign' means a **sign** attached to any wall other than the supporting exterior wall of a principal building or structure on a property, including retaining walls, free-standing walls or walls enclosing the perimeter of a property.

4.13.2. Regulations:

- (a) Shall not project above **roof line**; and
- (b) May be located more than 1.0 m above the second storey provided that the **sign** consists of only a **logo**, the name of a building, street address, or particular tenant.

4.13.3. Unless otherwise stated in Sections 5 through 12, the maximum **sign area** is 1.0 m<sup>2</sup> per lineal metre of **building frontage** to a maximum of 20% of the wall surface to which it is attached.

## Section 5 – AGRICULTURAL ZONES

Applicable **zones**: A1 and all related subzones

### 5.1 Signs Requiring a Permit

- (a) Fascia Sign
- (b) Free-Standing Signs
- (c) Identification Sign
- (d) Menu Box
- (e) Real Estate Sign – Commercial

### 5.2 Signs not Requiring a Permit

- (a) Agricultural Product Sign
- (b) Contractor Sign
- (c) Directional Sign
- (d) Home Based Business
- (e) Marketing Sign
- (f) Project Sign
- (g) Real Estate Sign – Residential
- (h) Special Event Sign

### 5.3 Signage Regulations

- (a) Maximum sizes of permanent **signs**:
  - a. Fascia Sign: Maximum **sign area** of 0.3 m<sup>2</sup> per lineal metre of **building frontage**
  - b. Free-Standing Sign:
    - i. Maximum **sign area** of 3 m<sup>2</sup>
    - ii. Maximum **height** of 2.5 m
  - c. Identification Sign: Maximum **sign area** of 0.15 m<sup>2</sup>
- (b) Maximum number of permanent **signs**:
  - a. One (1) Fascia Sign
  - b. One (1) Free-Standing Sign
  - c. One (1) Home Based Business Sign per business
  - d. One (1) Identification Sign per business
  - e. One (1) Menu Box per food primary business
  - f. Two (2) Agricultural Product Signs
  - g. Two (2) Directional Signs per **lot**
- (c) Maximum number of temporary **signs**:
  - a. One (1) Special Event Sign
  - b. One (1) of the following per business:
    - i. Contractor Sign
    - ii. Marketing Sign
    - iii. Project Sign
    - iv. Real Estate Sign – Residential per acre to a maximum of 3
    - v. Real Estate Sign – Commercial per acre to a maximum of 3

## Section 6 – LOW DENSITY RESIDENTIAL ZONES

Applicable **zones**: RR1, RR2, RR3, RU1, RU2, RU3, RU4, RU5, RU6, RU7, RH1, RH2, and all related subzones

### 6.1 Signs Requiring a Permit

- (a) Identification Sign

### 6.2 Signs not Requiring a Permit

- (a) Contractor Sign
- (b) Home Based Business Sign
- (c) Project Sign
- (d) Real Estate Sign – Residential

### 6.3 Signage Regulations

- (a) Maximum sizes of permanent **signs**:
  - a. Identification Sign: Maximum **sign area** of 0.15 m<sup>2</sup>
- (b) Maximum number of permanent **signs**:
  - a. One (1) Home Based Business Sign per business
  - b. One (1) Identification Sign per business
- (c) Maximum number of temporary **signs**:
  - a. One (1) of the following per lot:
    - i. Contractor Sign
    - ii. Project Sign
    - iii. Real Estate Sign – Residential

## Section 7 – HIGH DENSITY RESIDENTIAL ZONES

Applicable **zones**: RM1, RM2, RM3, RM4, RM5, RM6, RM7, RH3, CD 22 Areas C, D, E, F, G, H, CD24 Sub Area B, and all related subzone

### 7.1 Signs Requiring a Permit

- (a) Awning Sign (RM6 only)
- (b) Canopy Sign (RM6 only)
- (c) Entrance Feature Sign – 1 per **street entrance**
- (d) Fascia Sign (RM6 only)
- (e) Free-Standing Sign (RM6 only)
- (f) Identification Sign – 1 per building
- (g) Wall Sign

### 7.2 Signs not Requiring a Permit

- (a) Contractor Sign
- (b) Directional Sign
- (c) Directory Sign (RM6 only)
- (d) Home Based Business Sign
- (e) Project Sign
- (f) Real Estate Sign – Residential
- (g) Special Event Sign
- (h) Window Sign

### 7.3 Signage Regulations

- (a) Maximum sizes of permanent **signs**:
  - a. Fascia Sign: Maximum **sign area** of 0.3 m<sup>2</sup> per lineal metre of **building frontage**
  - b. Free-Standing Sign:
    - i. Maximum **sign area** of 3 m<sup>2</sup>
    - ii. Maximum **height** of 2.5 m
- (b) Maximum number of permanent **signs**:
  - a. Up to three (3) **signs** per business from the following:
    - i. Awning, Canopy, Fascia Signs
  - b. One (1) Free-Standing Sign
  - c. One (1) Home Based Business Sign per business or residence
  - d. One (1) Identification Sign per business or residence
  - e. One (1) Entry Feature Sign per street entrance
  - f. Two (2) Directory Signs per building
  - g. Two (2) Directional Signs per **lot**
- (c) Maximum number of temporary **signs**:
  - a. One (1) of the following per business or residence:
    - i. Contractor Sign
    - ii. Project Sign
    - iii. Real Estate Sign – Residential

### 7.4 Zone Specific Regulations

- (a) Businesses in the RM6 **zone** may have up to one (1) **sign** per business, from the following options:
  - a. Awning, Canopy or Fascia Sign
  - b. Directory Sign
  - c. Wall Sign
  - d. Window Sign

## Section 8 – LOCAL COMMERCIAL ZONES

Applicable **zones**: C1, C2, C5, and all related subzones

### 8.1 Signs Requiring a Permit

- (a) Awning Sign
- (b) Canopy Sign
- (c) Entrance Feature Sign
- (d) Fascia Sign
- (e) Free-Standing Signs
- (f) Identification Sign
- (g) Menu Box
- (h) Portable Sign
- (i) Projecting Sign
- (j) Real Estate Sign - Commercial
- (k) Wall Sign

### 8.2 Signs not Requiring a Permit

- (a) Agricultural Product Sign
- (b) Contractor Sign
- (c) Directional Sign
- (d) Directory Sign
- (e) Home Based Business Sign
- (f) Marketing Sign
- (g) Project Sign
- (h) Sandwich Board Sign
- (i) Special Event Sign
- (j) Window Sign

### 8.3 Signage Regulations

- (a) Maximum number of permanent **signs**:
  - a. Up to three (3) **signs** per business from the following:
    - i. Awning, Canopy, Fascia Signs
    - ii. Wall Sign
    - iii. Window Sign
  - b. One (1) Free-Standing Sign
  - c. One (1) Home Based Business Sign per business
  - d. One (1) Identification Sign per business
  - e. One (1) Menu Box per food primary business
  - f. Two (2) Directory Signs per building
  - g. Two (2) Directional Signs per **lot**
- (b) Maximum number of temporary **signs**:
  - a. One (1) of the following per property:
    - i. Portable Sign
  - b. One (1) of the following per business:
    - i. Sandwich Board Sign
  - c. One (1) of the following per business or property:
    - i. Contractor Sign
    - ii. Marketing Sign
    - iii. Project Sign
    - iv. Real Estate Sign - Commercial
- (c) Maximum sizes of permanent **signs**:
  - a. Fascia Sign: Maximum **sign area** of 0.3 m<sup>2</sup> per lineal metre of **building frontage**
  - b. Free-Standing Sign:
    - i. Maximum **sign area** of 3 m<sup>2</sup>
    - ii. Maximum **height** of 2.5 m
  - c. Identification Sign: Maximum **sign area** of 0.15 m<sup>2</sup>

## Section 9 – URBAN COMMERCIAL ZONES

Applicable **zones**: C3, C4, C7, C9, CD 22 Areas A and B, and all related subzones

### 9.1 Signs Requiring a Permit

- (a) Awning Sign
- (b) Canopy Sign
- (c) Entrance Feature Sign
- (d) Fascia Sign
- (e) Free-Standing Signs
- (f) Identification Sign
- (g) Menu Box
- (h) Portable Sign
- (i) Projecting Sign
- (j) Real Estate Sign - Commercial
- (k) Wall Sign

### 9.2 Signs not Requiring a Permit

- (a) Agricultural Product Sign
- (b) Banner Sign (C7 zone only)
- (c) Contractor Sign
- (d) Directional Sign
- (e) Directory Sign
- (f) Home Based Business Sign
- (g) Marketing Sign
- (h) Project Sign
- (i) Sandwich Board Sign
- (j) Special Event Sign
- (k) Window Sign

### 9.3 Signage Regulations for Properties Adjacent to Highway 97 / Harvey Avenue

- (a) Maximum number of permanent **signs**:
  - a. Up to three (3) **signs** per business from the following:
    - i. Awning, Canopy, non-internally lit Fascia Signs
    - ii. Wall Sign
    - iii. Window Sign
    - iv. Directory Sign
  - b. One (1) Free-Standing Sign per **lot frontage**
  - c. One (1) Home Based Business Sign per business
  - d. One (1) Internally lit **Fascia Sign**
  - e. One (1) Identification Sign per business
  - f. Two (2) Directional Signs per **lot**
  - g. Two (2) Entrance Feature Signs per **street entrance** to a maximum of four (4) per **lot**
- (b) Maximum number of temporary **signs**:
  - a. Two (2) of the following per business:
    - i. Banner Sign
  - b. One (1) of the following per property:
    - i. Portable Sign
  - c. One (1) of the following per business or property:
    - i. Contractor Sign
    - ii. Marketing Sign
    - iii. Project Sign
    - iv. Real Estate Sign – Commercial
    - v. Sandwich Board Sign
- (c) Maximum sizes of permanent **signs**:
  - a. Fascia Sign: Maximum **sign area** of 0.3 m<sup>2</sup> per lineal metre of **building frontage**
  - b. Free-Standing Sign:



- i. Maximum **sign area** of 10.0 m<sup>2</sup>
- ii. Maximum **height** of 5.0 m
- c. Identification Sign: Maximum **sign area** of 0.15 m<sup>2</sup>

#### 9.4 Signage Regulations Properties not Adjacent to Highway 97 / Harvey Avenue

- (a) Maximum number of permanent **signs**:
  - a. Up to three (3) **signs** per business from the following:
    - i. Awning, Canopy, non-internally lit Fascia Signs
    - ii. Wall Sign
    - iii. Window Sign
    - iv. Directory Sign
  - b. One (1) Free-Standing Sign
  - c. One (1) Home Based Business Sign per business
  - d. One (1) internally lit Fascia Sign
  - e. One (1) Identification Sign per business
  - f. Two (2) Directional Signs per **lot**
  - g. Two (2) Entrance Feature Signs per **street entrance** to a maximum of four (4) per subdivision
- (b) Maximum number of temporary **signs**:
  - a. Two (2) of the following per business:
    - i. Banner Sign
  - b. One (1) of the following per property:
    - i. Portable Sign
  - c. One (1) of the following per business or property:
    - i. Contractor Sign
    - ii. Marketing Sign
    - iii. Project Sign
    - iv. Real Estate Sign – Commercial
    - v. Sandwich Board Sign
- (c) Maximum sizes of permanent **signs**:
  - a. Fascia Sign: Maximum **sign area** of 0.3 m<sup>2</sup> per lineal metre of **building frontage**
  - b. Free-Standing Sign:
    - i. Maximum **sign area** of 3.0 m<sup>2</sup>
    - ii. Maximum **height** of 2.5 m
  - c. Identification Sign: Maximum **sign area** of 0.15 m<sup>2</sup>

## Section 10 – MAJOR COMMERCIAL ZONES

Applicable **zones**: C6, C8, CD 24 Sub Area A, and all related subzones

### 10.1 Signs Requiring a Permit

- (a) Awning Sign
- (b) Canopy Sign
- (c) Entrance Feature Sign
- (d) Fascia Sign
- (e) Free-Standing Signs
- (f) Identification Sign
- (g) Menu Box
- (h) Portable Sign
- (i) Projecting Sign
- (j) Real Estate Sign - Commercial
- (k) Wall Sign

### 10.2 Signs not Requiring a Permit

- (a) Agricultural Product Sign
- (b) Banner Sign
- (c) Contractor Sign
- (d) Directional Sign
- (e) Directory Sign
- (f) Home Based Business Sign
- (g) Marketing Sign
- (h) Project Sign
- (i) Sandwich Board Sign
- (j) Special Event Sign
- (k) Window Sign

### 10.3 Signage Regulations

- (a) Maximum number of permanent **signs**:
  - a. Up to three (3) **signs** per business from the following:
    - i. Awning, Canopy, non-internally lit Fascia Signs
    - ii. Wall Sign
    - iii. Window Sign
    - iv. Directory Sign
  - b. One (1) Free-Standing Sign
  - c. One (1) internally lit Fascia Sign
  - d. One (1) Home Based Business Sign per business
  - e. One (1) Identification Sign per business
  - f. One (1) Menu Box per food primary business
  - g. Two (2) Directional Signs per **lot**
  - h. Two (2) Entrance Feature Signs per **street entrance** to a maximum of four (4) per project
- (b) Maximum number of temporary **signs**:
  - a. Two (2) of the following per business:
    - i. Banner Sign
  - b. One (1) of the following per property:
    - i. Portable Sign
  - c. One (1) of the following per business or property:
    - i. Contractor Sign
    - ii. Marketing Sign
    - iii. Project Sign
    - iv. Real Estate Sign – Commercial
    - v. Sandwich Board Sign

- (c) Maximum sizes of permanent **signs**:
- a. Fascia Sign: Maximum **sign area** of 0.3 m<sup>2</sup> per lineal metre of **building frontage**
  - b. Free-Standing Sign:
    - iii. Maximum **sign area** of 14.0 m<sup>2</sup>
    - iv. Maximum **height** of 7.0 m
  - c. Identification Sign: Maximum **sign area** of 0.15 m<sup>2</sup>

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## Section 11 – SERVICE COMMERCIAL AND INDUSTRIAL ZONES

Applicable **zones**: C10, I1, I2, I3, I4, I5, I6, CD12, CD15, and all related subzones

### 11.1 Signs Requiring a Permit

- (a) Awning Sign
- (b) Canopy Sign
- (c) Entrance Feature Sign
- (d) Fascia Sign
- (e) Free-Standing Signs
- (f) Identification Sign
- (g) Menu Box
- (h) Portable Sign
- (i) Projecting Sign
- (j) Real Estate Sign - Commercial
- (k) Wall Sign

### 11.2 Signs not Requiring a Permit

- (a) Agricultural Product Sign
- (b) Banner Sign
- (c) Directional Sign
- (d) Directory Sign
- (e) Contractor Sign
- (f) Marketing Sign
- (g) Project Sign
- (h) Sandwich Board Sign
- (i) Special Event Sign
- (j) Window Sign

### 11.3 Signage Regulations

- (a) Maximum number of permanent **signs**:
  - a. Up to four (4) **signs** per business from the following:
    - i. Awning, Canopy, Fascia Signs
    - ii. Wall Sign
    - iii. Window Sign
    - iv. Directory Sign
  - b. One (1) Free-Standing Sign
  - c. One (1) Identification Sign per business
  - d. One (1) Menu Box per food primary business
  - e. Two (2) Directory Signs per building
  - f. Two (2) Directional Signs per **lot**
  - g. Two (2) Entrance Feature Signs per **street entrance** to a maximum of four (4) per project
- (b) Maximum number of temporary signs:
  - a. Two (2) of the following per business:
    - i. Banner Sign
  - b. One (1) of the following per property:
    - i. Portable Sign
  - c. One (1) of the following per business or property:
    - i. Contractor Sign
    - ii. Project Sign
    - iii. Real Estate Sign – Commercial
    - iv. Sandwich Board Sign
- (c) Maximum sizes of permanent **signs**:
  - a. Fascia Sign: Maximum **sign area** of 0.3 m<sup>2</sup> per lineal metre of **building frontage**

- b. Free-Standing Sign:
  - i. Maximum **sign area** of 14.0 m<sup>2</sup>
  - ii. Maximum **height** of 7.0 m
- c. Identification Sign: Maximum **sign area** of 0.15 m<sup>2</sup>

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## Section 12 – PUBLIC AND INSTITUTIONAL ZONES

Applicable **zones**: P1, P2, P3, P4, P5, P8, W1, W2, HD1, HD2, CD22 Sub-Area I, and all related subzones

### 12.1 Signs Requiring a Permit

- (a) Awning Sign
- (b) Canopy Sign
- (c) Entrance Feature Sign
- (d) Electronic Message Centre Sign  
(publicly owned properties only)
- (e) Fascia Sign
- (f) Free-Standing Signs
- (g) Identification Sign
- (h) Menu Box Sign
- (i) Portable Sign
- (j) Projecting Sign
- (k) Real Estate Sign - Commercial

### (l) Wall Sign

### 12.2 Signs not Requiring a Permit

- (a) Agricultural Product Sign
- (b) Banner Sign
- (c) Contractor Sign
- (d) Directional Sign
- (e) Directory Sign
- (f) Marketing Sign
- (g) Project Sign
- (h) Sandwich Board Sign  
Special Event Sign

### 12.3 Signage Regulations

- (a) Maximum number of permanent **signs**:
  - a. One (1) Awning Sign per **awning**
  - b. One (1) Canopy Sign per **canopy**
  - c. One (1) Free-Standing Sign
  - d. One (1) Identification Sign per business
  - e. One (1) internally lit Fascia Sign
  - f. One (1) non-internally lit Fascia Signs
  - g. One (1) Electronic Message Centre
  - h. Two (2) Directory Signs per building
  - i. Two (2) Directional Signs per **lot**
- (b) Maximum number of temporary **signs**:
  - a. Two (2) of the following per business:
    - i. Banner Sign
  - b. One (1) of the following per property:
    - i. Portable Sign
  - c. One (1) of the following per business or property:
    - i. Contractor Sign
    - ii. Marketing Sign
    - iii. Project Sign
    - iv. Real Estate Sign – Commercial
    - v. Sandwich Board Sign
- (c) Maximum sizes of permanent **signs**:
  - a. Fascia Sign: Maximum **sign area** of 0.3 m<sup>2</sup> per lineal metre of **building frontage**

- b. Free-Standing Sign:
  - i. Maximum **sign area** of 14 m<sup>2</sup>
  - ii. Maximum **height** of 4.5 m
- c. Identification Sign: Maximum **sign area** of 0.15 m<sup>2</sup>

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**Section 13 – ENFORCEMENT AND OFFENCES****13.1 General**

- 13.1.1. The **Director of Community Planning and Strategic Investment, Building Inspectors** and **Bylaw Enforcement Officers** are authorized to enforce the provisions of this Bylaw.

**13.2 Right of Entry**

- 13.2.1. The **Director of Community Planning and Strategic Investment, Building Inspectors** and **Bylaw Enforcement Officers** shall have the right of entry and may enter onto any land at all reasonable hours in order to ascertain whether the provisions of this Bylaw have been carried out.
- 13.2.2. No person shall interfere with or obstruct the entry of any authorized **City** representative onto any land to which entry is made or attempted pursuant to the provisions of this Bylaw.

**13.3 Offence**

- 13.3.1. Every person who violates a provision of this Bylaw commits an offence and is liable on summary conviction to a penalty not exceeding Ten Thousand Dollars (\$10,000.00) and the costs of prosecution.
- 13.3.2. Each day a violation of the provisions of this Bylaw exists or is permitted to exist shall constitute a separate offence.



**Section 14 – REPEAL AND EFFECTIVE DATE****14.1 Repeal**

City of Kelowna Sign Bylaw No. 5561-84 together with all amendments is hereby repealed.

**14.2 Effective Date**

This Bylaw comes into force and takes effect on the date of adoption.

Read a first, second and third time by the Municipal Council this \_\_ day of \_\_\_\_, 2017.

Adopted by the Municipal Council of the City of Kelowna this \_\_ day of \_\_\_\_, 2017.

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Mayor

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City Clerk

# Sign Bylaw Engagement Report

December 2016





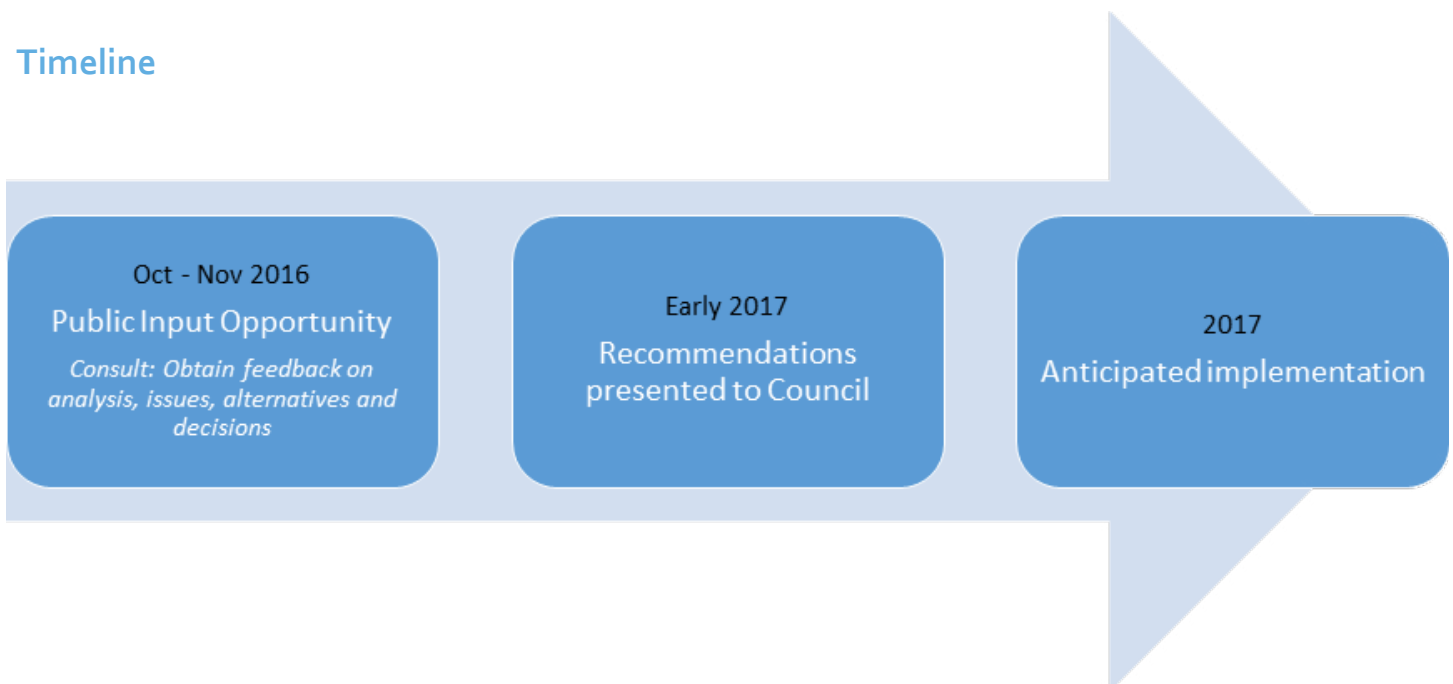
## Process

Residents and businesses were invited to share their thoughts on signage in Kelowna from October 14 to November 13 through an online survey, social media channels and the Get Involved web platform.

The online survey provided links to the current Sign Bylaw, as well as examples of common forms of signage. Input opportunities were promoted through the City's news bulletins, the website, social media channels, the City's Get Involved website and City in Action newspaper ads.



## Timeline



*"I think businesses need to be free to express and market themselves, at least as far as their storefronts go. Putting restrictions on small businesses creative marketing abilities can hinder their success significantly."*

– Facebook comment

## Online survey and social media comments

An open, online survey was made available from October 14 to November 13, 2016 and promoted through the City's news bulletins, the website, social media channels, the City's Get Involved website and City in Action newspaper ads.

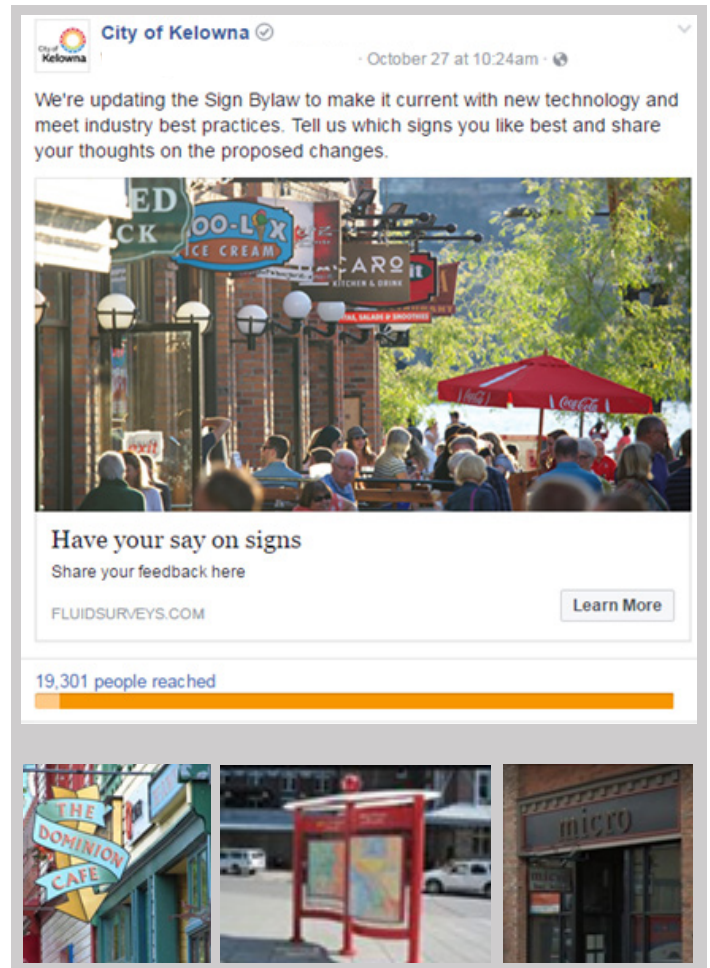
Over the course of the month, 598 survey responses were received.

Results from open surveys such as this are a collection of opinions and perceptions from interested or potentially affected residents, and not a statistically valid random sample of all Kelowna residents. This report contains results from the open survey. Due to the opt-in and open method, results are qualitative in nature and cannot be said to represent views of all Kelowna citizens.

The primary objectives of the engagement were to:

- ▶ Inform residents of the current bylaw and proposed updates
- ▶ Obtain input from residents regarding the proposed sign bylaw updates, including electronic signs, size and height of standalone signs, sandwich boards and temporary signage

In addition to the survey responses, residents were asked to share photos of signs they like through Get Involved and on Facebook. As a result, 19 photos and 77 Facebook comments were submitted.



*"[...] Safety, identification and way finding is fine, but advertising is too much and makes Kelowna look cheap and tacky."*  
- Survey comment

## What we heard

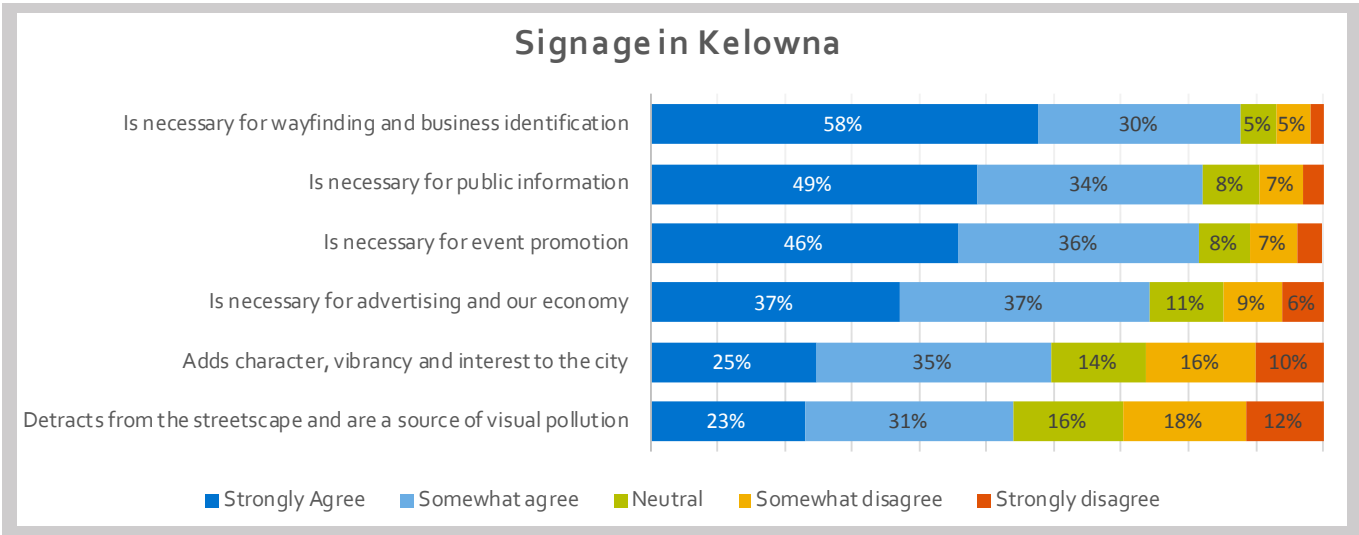
In order to inform the parameters for the Sign Bylaw update, the engagement was designed to gather input primarily on electronic signs, size and height of standalone signs, sandwich boards and temporary signage.

This report provides a summary of the comments received through the online survey, social media channels and the Get Involved site.

General thoughts on signage in Kelowna

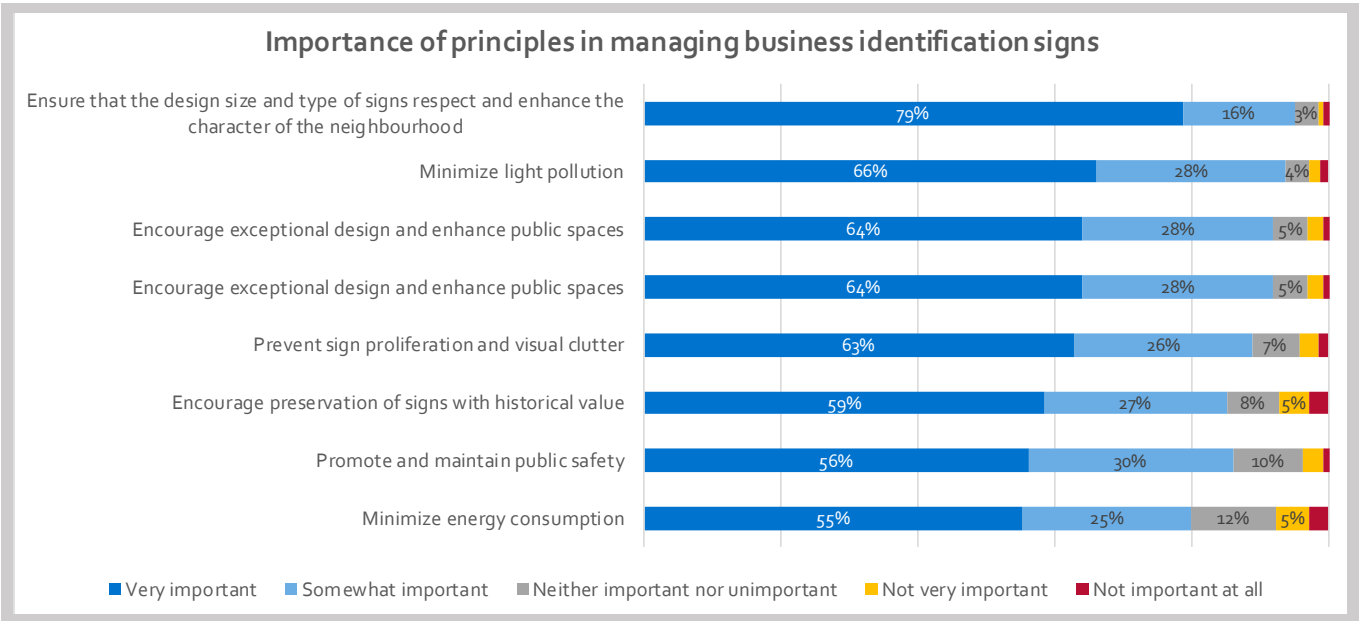
Survey respondents were asked to rank their level of agreement regarding their feelings on the purpose of signage. As per the chart below, the highest level of agreement was that signs are necessary for wayfinding and business identification, followed closely by the purpose of conveying public information and promoting events.

*"Newer areas of the city should be able to be more creative and use lighting and colour. Areas where shops rely on driving customers should not have such strict height restrictions." – Facebook comment*



Regarding the current sign bylaw, 22 per cent of respondents said that it isn't restrictive enough, while 16 per cent believe it's too restrictive. More than 40 per cent said they either didn't know or had no opinion and the remaining 20 per cent said the current regulations are appropriate. The online survey provided links to the current Sign Bylaw, as well as examples of common forms of signage.

Ensuring the design, size and type of signs respect and enhance the character of the neighbourhood was ranked by survey respondents as the most important principle, while minimizing energy consumption was ranked as the least important.



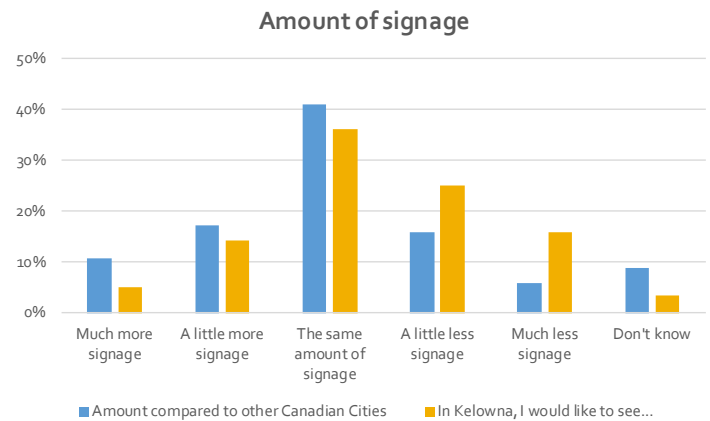
### Amount of signage

Residents were asked for their opinion on the amount of signage in Kelowna compared to other cities in Canada and whether or not they would like to see more or less signage. More than 40 per cent said they think Kelowna has the same amount of signage as other cities and 36 per cent said they would like to continue to see the same amount of signage in the city.

### Electronic Signage

Electronic message signs (text only) are already allowed in the Bylaw, but one of the proposed updates includes making them only permitted by cultural recreational and institutional organizations. The majority of respondents agree with the proposed change, with 36 per cent saying they strongly agree and 30 per cent saying they somewhat agree. Just over one quarter of respondents somewhat or strongly disagreed.

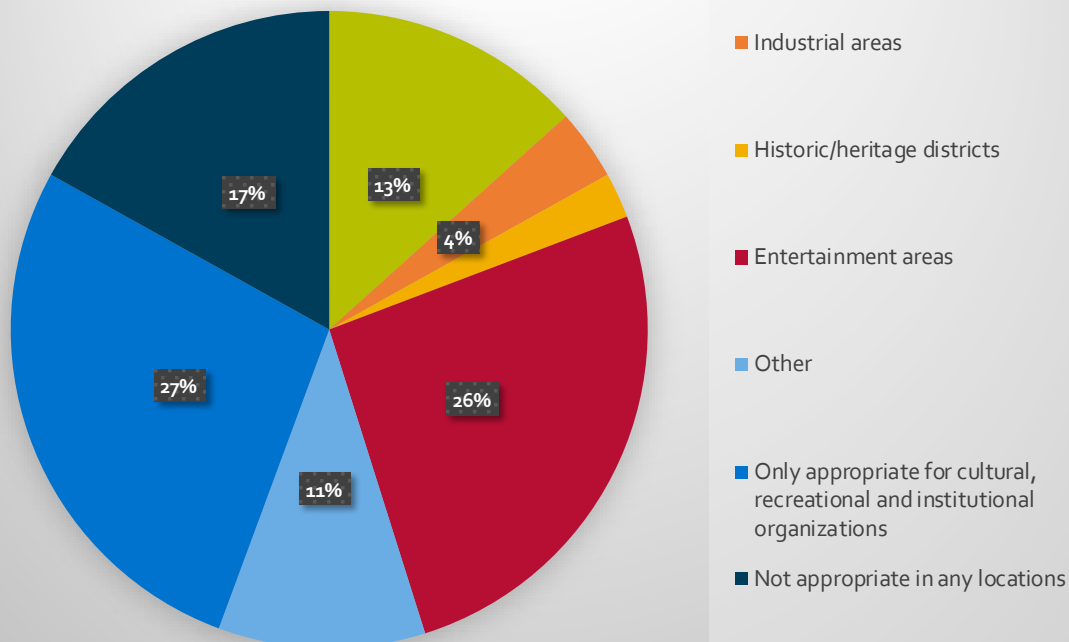
Respondents were asked where else electronic message signs would be appropriate in the City. Most respondents said they were only appropriate for cultural, recreational and institutional organizations or in entertainment areas, such as the Cultural District, Orchard Plaza and McCurdy Corner.



Responses in the "other" category included parking lots, sports arenas, away from residential areas and all of the above.

When asked about proposed regulations around brightness, location, and hours of operations, 79 per cent strongly or somewhat agreed and less than 12 per cent disagreed. Other considerations mentioned in the comments included moving to low-light mode earlier during the winter months, avoiding electronic billboards, and limiting the number of electronic signage in an area.

### Appropriate locations for electronic message signs



*"Flashing electric signs should not be allowed on any street. They are a distraction for drivers."*  
– Survey Comment

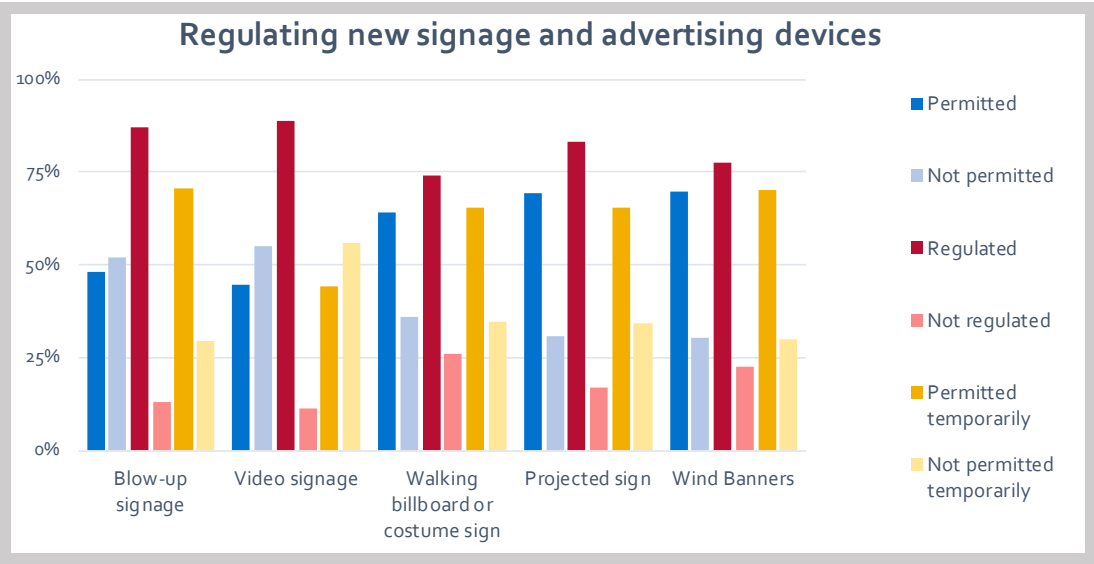
*Opinions on third-party advertising signs, new trends and technology*

Residents were asked for their thoughts on whether or not a variety of new signage and advertising devices should be permitted, regulated or permitted temporarily. The types of signage included blow-up signage, video signage, walking billboard or costume signage, projected signs and wind banners. The majority of respondents believe these signage types should be regulated and more than half said blow-up signage and video signage should not be permitted. The opinion results are charted below.

Survey respondents were also asked to identify the intrusiveness of third-party advertising signs, which

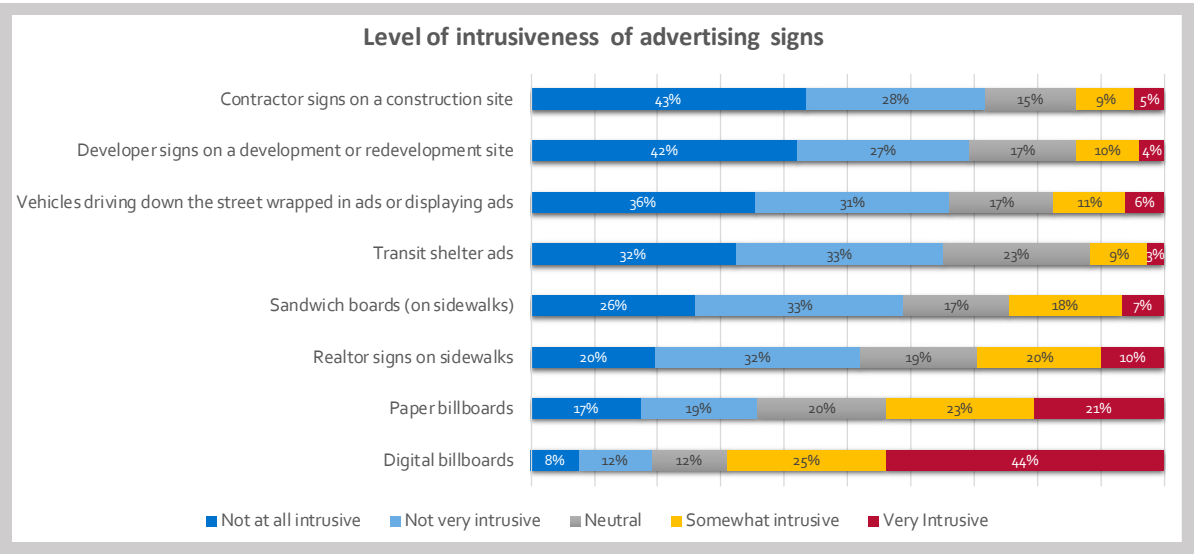
are signs that are not associated with specific business locations and direct attention to products and services not sold or provided on the site where the sign is located.

Digital billboards were rated somewhat to very intrusive by 69 per cent of respondents. Paper billboards came in as slightly less intrusive, with only 44 per cent of respondents saying they felt they were somewhat to very intrusive. Respondents indicated the least intrusive types of advertising were transit shelter ads, vehicles driving down the street wrapped in ads, contractor signs and developer signs.



*"Most types of signs are good as long as it's regulated and the city does not take in the look of Las Vegas and maintains cultural and historical appeal." – Survey comment*

*"There is no need for massive illuminated billboards. When driving past these at night time it's incredibly distracting and unnecessary." – Survey comment*



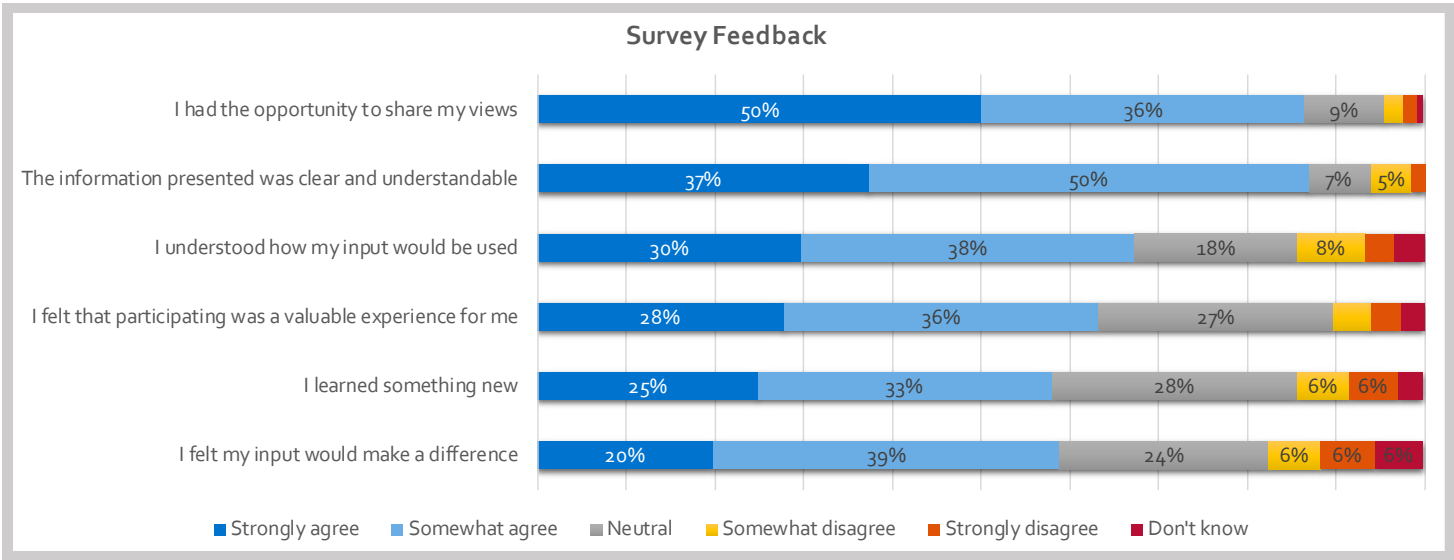
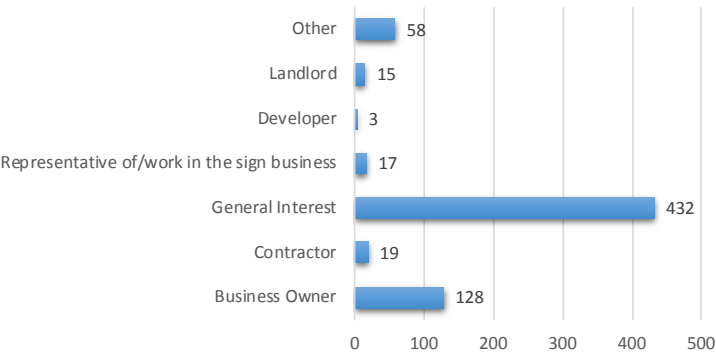
Survey respondent demographics

Over half of respondents identified as being under the age of 40. Survey respondents were able to self-identify in one or more categories with the majority indicating they had a general interest in the sign bylaw.

Survey feedback

More than 86 per cent of survey respondents agreed that the information presented was clear and understandable and felt they had the opportunity to share their views. Furthermore, the majority of respondents also said they understood how their input would be used, felt their input would make a difference, that participating was a valuable experience and that they learned something new.

Respondent Interests







# Sign Bylaw Workshop

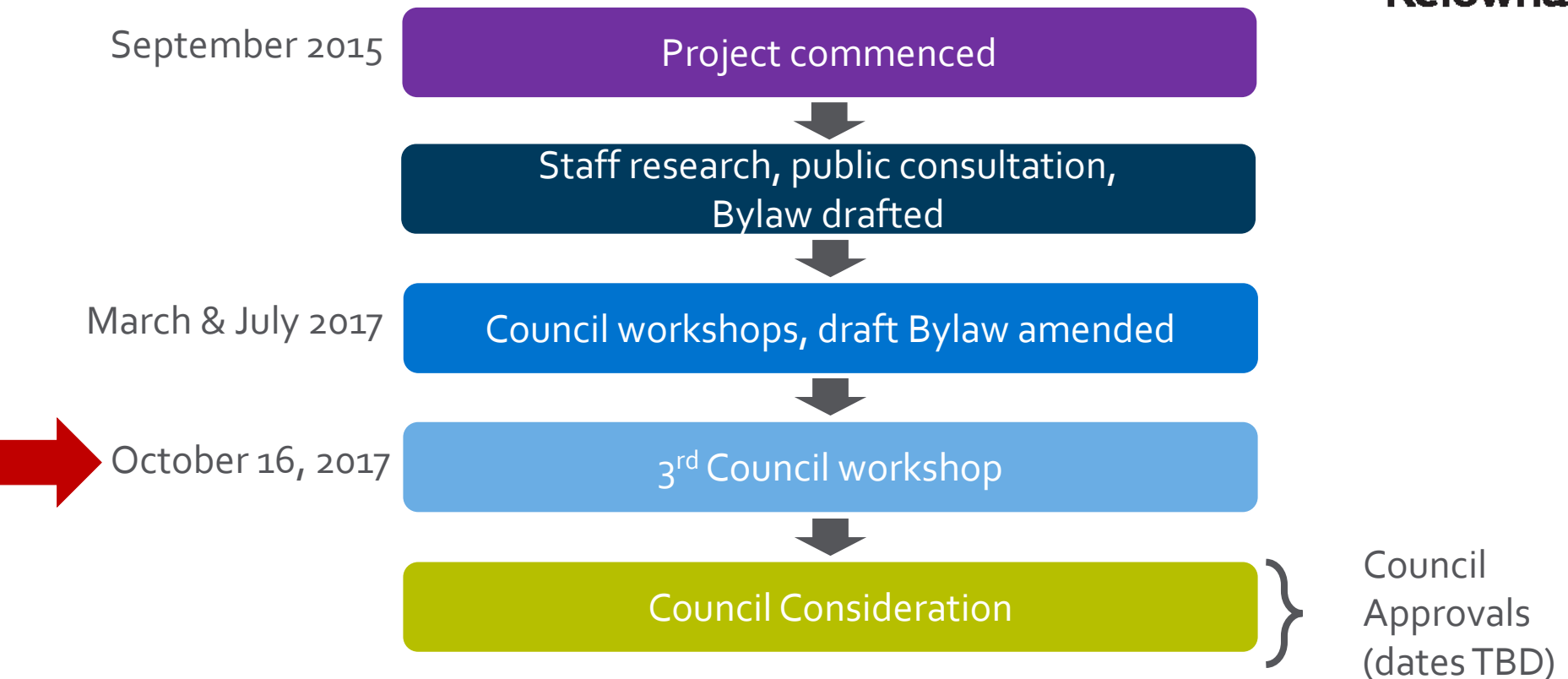
October 16, 2017



# Purpose

- ▶ To review updates to the draft Sign Bylaw.

# File Progress



# Public Engagement



# General Thoughts

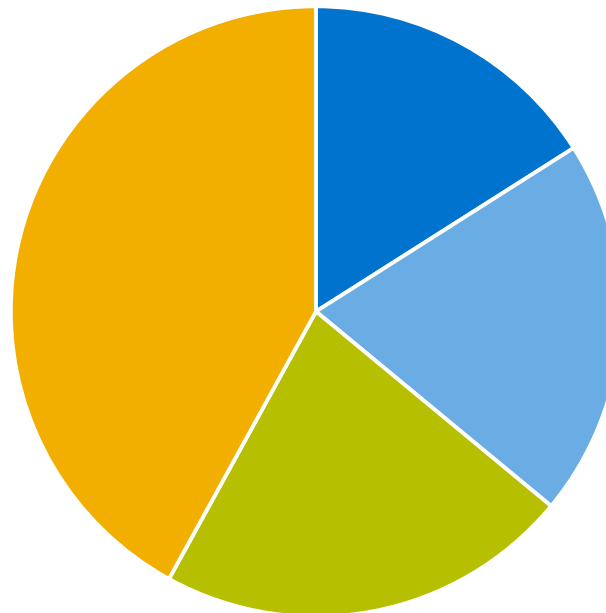
- ▶ Necessary for business ID: 88%
- ▶ Necessary for information: 83%
- ▶ Necessary for event promotion: 82%
- ▶ Adds character to City: 60%
- ▶ Detracts from streetscape: 54%

# Business Signage

- ▶ Respect neighbourhood character: 95%
- ▶ Minimize light pollution: 94%
- ▶ Enhance public spaces: 92%
- ▶ Prevent visual clutter: 89%

# Regulations

Current Sign Bylaw



- Too Restrictive (16%)
- Appropriate (20%)
- Not restrictive enough (22%)
- Don't know/No opinion (42%)

# New Sign Bylaw

- ▶ Restructured for ease of use
  - ▶ Formatted like Zoning Bylaw
- ▶ New sign types/definitions
- ▶ Updated regulations
  - ▶ Easier for administration enforcement
- ▶ Removed confusing charts
- ▶ Added visuals



# Real Estate Sign Replacement

- ▶ Relocation on site every 90 days deemed wasteful.
- ▶ Proposed rule- signs must be replaced when they start to show wear.
- ▶ Limit for residential and commercial signs- 180 days.
  - ▶ Same time frame as typical real estate contract
- ▶ Commercial signs require permit.

# Portable Signs

- ▶ Three options:
  - ▶ Limit portable signs to government property only, or
  - ▶ Complete ban in city, or
  - ▶ Status quo – Enforcement required
- ▶ First two outcomes could have multi-year phase-out approach.
- ▶ Limit size to 1.68m<sup>2</sup> and 0.7m<sup>2</sup>.
- ▶ Limit text colour to black and white.

# Sign Clutter – Portable Signs



# Enforcement & Fees

- ▶ Staff propose dedicated Bylaw Officer position for Sign Bylaw enforcement
  - ▶ Cost estimated at \$86,000 (includes equipment)
- ▶ Consider updating sign fees / fines to increase revenue
  - ▶ Kelowna sign fees currently among lowest in B.C.
  - ▶ Fines associated with Sign Bylaw typically \$100



# Sign Clutter – Temporary Signs



# Other Major Bylaw Changes

- ▶ Allow Agricultural Product signs in free-standing form (maximum size of  $1.0\text{m}^2$  or  $3.0\text{m}^2$  based on parcel area)
- ▶ Prohibit Animated and Digital signs (Electronic Message signs still allowed)
- ▶ Marketing sign a new type in Bylaw
- ▶ Increase the maximum size of Sandwich Boards and Menu Boxes to match other City policy

$0.6\text{ m}^2 \rightarrow 0.7\text{ m}^2$

# Other Major Bylaw Changes

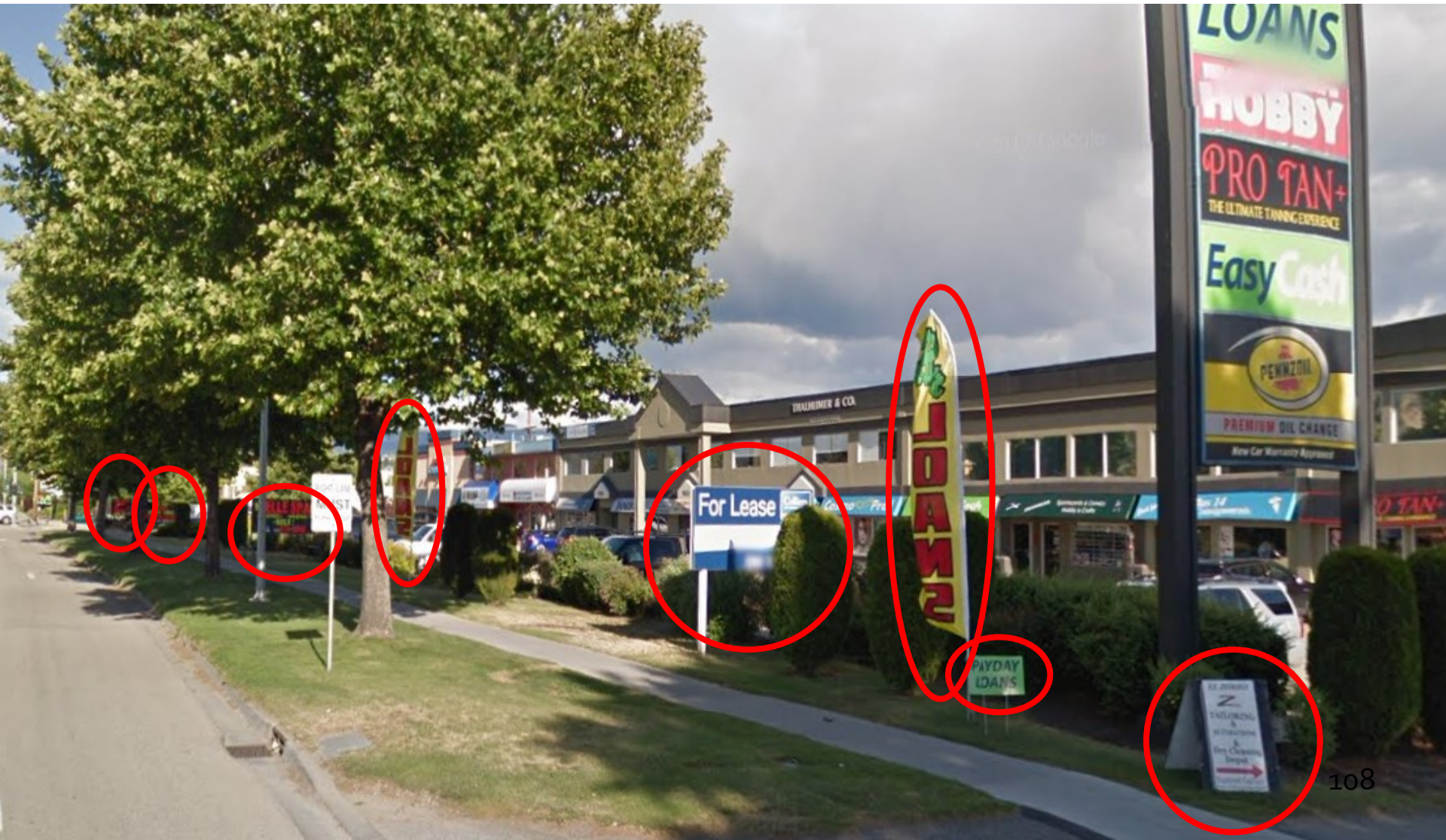
- ▶ Create two types of Real Estate signs (Residential and Commercial)
  - ▶ Limit display to six months, permit for Commercial
  - ▶ Replace upon signs of wear
- ▶ New regulations for Wall signs (similar to Fascia signs)
- ▶ Reduce Free-Standing sign maximum height  
8 m → 5 m

# General Bylaw Changes

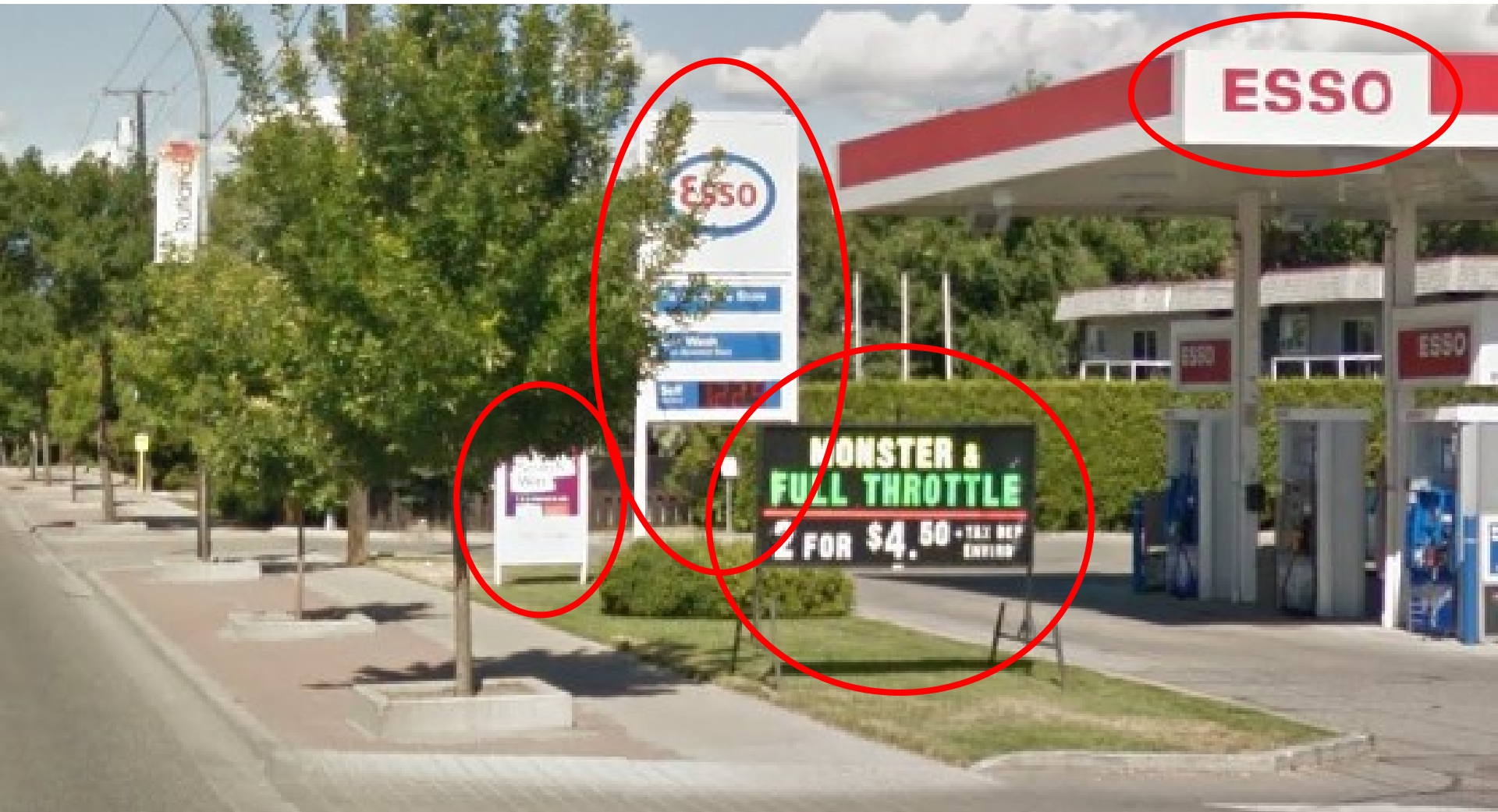
- ▶ All text in Bylaw has been rewritten for internal consistency;
- ▶ Increased flexibility through menu-type options;
- ▶ Increased allowances for Fascia Signs;
- ▶ Clarified permit requirements for signage to improve usability;
- ▶ Allowance of signs above a canopy;
- ▶ Changed the way signs are measured to encourage channel letter signs over box signs;
- ▶ Clarified the relationship between sign permits and development permits; and
- ▶ Worked closely with Building Permitting and Bylaw Enforcement to enhance enforceability of the Bylaw.



# Sign Clutter – Temporary Signs



# Sign Clutter – Mixed Types





# Sign Clutter – Mixed Types





# Sign Clutter – Mixed Types



# Sign Clutter



# Staff Recommendation

- ▶ THAT Council recommend Staff bring proposed draft Sign Bylaw to Council for consideration.
  - ▶ Support phased-out ban on portable signs.



## *Questions?*

For more information, visit [kelowna.ca](http://kelowna.ca).



# Digital Signs

- ▶ Electronic / Animated / Digital signs growing in popularity
- ▶ Prices coming down, expected to be more and more used
- ▶ Prohibiting the signs before they get popular is an opportunity to differentiate Kelowna
- ▶ Key differentiator from other communities (Vernon, West Kelowna) that allow
- ▶ If banned now, can be allowed later
  - ▶ But if allowed now, will be protected by grandfathering
- ▶ No compelling reason not to ban digital signs



# Free Standing Signs

- ▶ Staff propose significant reduction to free standing sign size
- ▶ Down from 2 storeys (8 m) to 1 ½ storeys (5 m)
- ▶ Long run to continue moving bylaw towards prohibition
- ▶ Generational change has to start sometime