

REPORT TO COUNCIL



Date: February 20, 2018

RIM No. 0940-00

To: City Manager

From: Community Planning Department (KB)

Application: DVP17-0280 **Owner:** Sole Downtown Developments Ltd., Inc. No. BC1057689

Address: 1350 St. Paul Street **Applicant:** Edgecombe Builders (John Downs)

Subject: Development Variance Permit

Existing OCP Designation: MXR – Mixed Use (Residential / Commercial)

Existing Zone: C7 – Central Business Commercial

1.0 Recommendation

THAT Council authorizes the issuance of Development Variance Permit No. DVP17-0280 for STRATA LOT 1 DISTRICT LOT 139 OSOYOOS DIVISION YALE DISTRICT STRATA PLAN EPS4599 TOGETHER WITH AN INTEREST IN THE COMMON PROPERTY IN PROPORTION TO THE UNIT ENTITLEMENT OF THE STRATA LOT AS SHOWN ON FORM V, located at 1350 St. Paul Street, Kelowna, BC;

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

Section 5.5.3: Specific Regulations

To vary the maximum height of fascia signs from 1.0 m above the second storey (permitted) to up to 3.5 m above the second storey (proposed).

Section 6.1: Specific Zone Regulations

Major Commercial (C3, C4, C6, C7, C8, CD22 Sub-Areas A&B and CD24 Sub Area A, CD25)

To vary the number of fascia signs per business frontage from 2 (permitted) to 6 (proposed).

To vary the number of identification signs per business from 1 (0.5 m² maximum area) permitted to 2 (1.74 m² total maximum area) proposed.

AND FURTHER THAT this Development Variance Permit is valid for two (2) years from the date of Council approval, with no opportunity to extend.

2.0 Purpose

To vary the number and height of identification and fascia signs on the subject property.

3.0 Community Planning

Community Planning Staff support the requested variance. The variance application applies to a six storey mixed-use building, known as “Sole Downtown”, which is currently nearing completion. The proposed sign locations are directly related to each commercial space, as they represent the first three storeys on the building frontage. Proposed materials and colours of each sign compliment the new building’s exterior and, based on the renderings provided by the applicant, the visual impact would be minimal to pedestrian and vehicle traffic. The overall sign designs including size, siting and materials meets the intent of the Revitalization Design Guidelines in the City of Kelowna Official Community Plan. The application for “Sole Downtown” is the same as was approved for “Sole Kelowna” in March 2015.

The applicant has confirmed the completion of neighbourhood notification in accordance with Council Policy No. 367.

4.0 Proposal

4.1 Project Description

The “Sole Downtown” Building has commercial space on the first three storeys and residential on the top three storeys. The proposed six fascia signs are to be located on the business frontages on the first three storeys. The exact content and names for the signs will be determined at a later date. The subject property is in a Revitalization Area and the building design has an industrial feel that speaks to the uses traditionally found in the area.

The following chart highlights the proposed variances to Sign Bylaw No. 8235.

Sign Type	Section 5.5.3 – Specific Regulations	Proposal
Fascia	A fascia sign may only be located more than 1.0 m above the second story provided that: (a) the sign consists only of a logo, the name of a building, the street address, or a particular tenant; (b) the sign, in the form of individual letters, symbols or logos is directly attached to or inscribed on the building face; and (c) there are no more than one sign per building face and no more than 4 per building provided all signs are identical and identify the same business.	To allow fascia signs to be located up to 3.5 m above the second storey in the form of individual letters, symbols or logos to be attached to a composite aluminium panel attached to the building face
Sign Type	Section 6.1 – Specific Regulations	Proposal
Fascia	2 per business frontage	Allow 6 total
Identification	1 per business (0.5 m ² maximum area)	Allow 2 total (1.74 m ² total maximum area)

All of the proposed signs are located on the east façade of the building. Two fascia signs will be located on each storey for the first three storeys. Each proposed fascia sign consists of a 3.65 metres x 0.45 metres powder coated “Nu Sparkle Silver” colour back panel, which will match the exterior railing on the building. Lettering, making up the business name and logo, will be cut from “Alupanel”. There are two identification signs, each in the form of individual letters, numbers and symbols. One identification sign (63 inches x 38.82 inches) is centred on the second floor façade. The sign features “Nu Sparkle Silver” colour highlights, and

the word “Downtown” beneath the “Sole” logo. The second identification sign, with the year “2017” is 24 inches x 10.74 inches and will be centred on the third floor façade.

Figure 1 – Rendering of “Sole Downtown” showing the proposed signage



4.2 Site Context

The subject property is located on the west side of St. Paul Street between Doyle Avenue and Cawston Avenue. On this block, the west side of St. Paul Street is zoned Commercial and Industrial and the east side is zoned Commercial. Future Land Use of St. Paul Street in this block is MXR – Mixed Use (Residential / Commercial), and one parcel at the northeast corner of St. Paul Street and Cawston Avenue has the future land use of PARK – Major Park/Open Space (public).

Specifically, adjacent land uses are as follows:

Orientation	Zoning	Land Use
North	I2 – General Industrial	Industrial / Commercial
East	C7 – Central Business Commercial	Commercial Offices, Parking Lot
South	C7 – Central Business Commercial	Mixed Use Commercial and Residential
West	C7 – Central Business Commercial	Mixed Use Commercial and Residential

Subject Property Map: 1350 St. Paul Street



5.0 Current Development Policies

5.1 Kelowna Official Community Plan (OCP)

Chapter 14 – Urban Design DP Guidelines

Revitalization Design Guidelines, Downtown Considerations

Guideline 3.8 – Incorporate high quality signage utilizing traditional size, style, fonts and design. Prominent and colourful signage creating a rich visual character is encouraged, however, illuminated signs in fluorescent colours are discouraged.

Guideline 7.0 – Signage

7.1 Design signage that is high quality, imaginative, and innovative;

7.2 Design signage with consideration of the size of any individual sign as part of the overall scheme of building signage and the appearance of the building’s façade. Scale and architectural expression should not be compromised by size and number of signs;

7.3 Box signs are strongly discouraged;

7.4 Incorporate concise messaging and simple graphics into signage. Corporate and store logos are appropriate only if they form part of an overall sign design, and are suitably scaled to the façade composition;

7.5 Light lettering on a dark background is preferred over dark lettering on a light background and consideration should be given to those with visual impairment;

7.6 Minimize signage lighting (i.e., incorporate indirect front-lit signs wherever possible);

7.7 Counter-balance illuminated signs with natural materials and appropriate framing.

6.0 Technical Comments

6.1 Development Engineering Department

Does not compromise any municipal infrastructure

7.0 Application Chronology

Date of Application Received: December 6, 2017

Date Public Consultation Completed: January 12, 2018

Report prepared by: Kimberly Brunet, Planner

Reviewed by: Terry Barton, Urban Planning Manager

Approved for Inclusion: Ryan Smith, Community Planning Department Manager

Attachments:

Draft Development Variance Permit No. DVP17-0280

Attachment "A" – Building Elevation and Sign Details