

# REPORT TO COUNCIL



**Date:** August 13, 2018

**RIM No.** 0940-00

**To:** City Manager

**From:** Community Planning Department (TA)

**Application:** DP18-0157      **Owner:** City of Kelowna  
The Owners Strata EPS3994

**Address:** 460 Doyle Avenue      **Applicant:** Kelsey Helm

**Subject:** Development Permit

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

Existing Zone: C7 – Central Business Commercial

Development Permit Area Civic Precinct Development Permit Area

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## 1.0 Recommendation

THAT Council authorizes the issuance of Development Permit No. DP18-0157 for Lot 1, DL 139, ODYD, Plan EPP44677, except Air Space Plan EPP44678, located at 460 Doyle Ave, Kelowna, BC subject to the following:

1. The location of signs to be constructed on the building be in accordance with Schedule "A,"
2. The exterior design, finish, and size of signs to be constructed on the building be in accordance with Schedule "B";

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

## 2.0 Purpose

To consider a Development Permit for a Comprehensive Sign Plan for the Okanagan Innovation Centre.

## 3.0 Community Planning

The purpose of the Development Permit for the Comprehensive Sign Plan is to guide the design of signage on the Okanagan Innovation Centre for current and future tenants. Community Planning supports the Development Permit for the Comprehensive Sign Plan as the scale, materials, number of signs, and lighting

is appropriate for the design of the Innovation Centre; and there are no variances requested. Should Council adopt the Development Permit, the tenants may apply for building permits for their signage.

The types of signs proposed for the building are fascia signs, canopy signs, an entry sign (address), and an identification sign for the building. The locations of signs are outlined in Schedule "A" attached to this Report, and design is outlined in Schedule "B". The identification sign is located prominently on the corner of the building façade in silver pinned aluminum that is 60cm (24") in height.



*Figure 1: South Elevation showing Identification Sign on Corner*

The canopy and fascia signs are located on the first level above the entryways to individual tenant spaces. There is a total of 8 tenant signs proposed to be located on the west, south, and east sides of the building. Canopy signs are proposed to be mounted on top of the glass and metal canopies at a height of 30cm (12") and will be finished with brushed silver aluminum or as face-lit channel letters similar to the Blenz Coffee sign that is currently located on the east side of the building. Fascia signs are proposed to be slightly larger with a height of 38cm (15") and will be finished the same way. One entry sign will be provided above the Doyle Avenue entrance that identifies the address of the building in brushed aluminum. There are no variances to any signs contemplated at this time.



Figure 2: Examples of Typical Tenant Signs

#### 4.0 Proposal

##### 4.1 Background

The Okanagan Innovation Centre completed construction in 2017 through a public private partnership, where the City has leased the land to the Innovation Centre on a long term lease. The purpose of the Innovation Centre is to provide space for business related to the innovation and technology sector to operate and connect. Some typical uses include office, retail, food primary, finance, and personal service establishments. Some of the existing business include Blenz Coffee, Glow Juicery, MODO, Bank of Development Canada, Perch Café, Accelerate Okanagan, and Solstice Yoga. There is also a public component to the Innovation Centre that includes a public theatre, and a public gathering space on the rooftop of the centre.

In 2017, the representative for the Okanagan Innovation Centre applied for a sign variance for the Bank of Development Canada sign which was over height and located on a floor other than the business operated on. Council defeated the application, and requested that the applicant apply for a Comprehensive Sign Plan that would show the proposed signage for the whole building rather than applications for individual signs. The applicant has applied for the Comprehensive Sign Plan, and has adjusted the size of the Bank of Development Canada sign so that it no longer requires a variance.

##### 4.2 Site Context

The subject property is located on the corner of Doyle Avenue and Ellis Street across from the Memorial Arena and the residential complex known as "The Madison".

Specifically, adjacent land uses are as follows:

Orientation	Zoning	Land Use
North	C7 – Central Business Commercial	Kelowna Public Library
East	C7 – Central Business Commercial	Mixed-use Residential/Commercial
South	P1 – Major Institutional	Memorial Arena
West	P1 – Major Institutional	RCMP Detachment (previous)



**Subject Property Map: 460 Doyle Avenue**



**5.0 Current Development Policies**

**5.1 Kelowna Official Community Plan (OCP)**

**Civic Precinct Design Guidelines**

**Policy 1.2.5: Signage**

- Box signs are strongly discouraged.
- 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 facade composition.

## **6.o Application Chronology**

Date of Application Received: July 11, 2018  
Date Public Consultation Completed: n/a

**Report prepared by:** Trisa Atwood, Planner II  
**Reviewed by:** Terry Barton, Urban Planning Manager  
**Approved for Inclusion:** Ryan Smith, Community Planning Department Manager

### **Attachments:**

DRAFT Development Permit No. DP18-0157  
Schedule "A": Location of Signs  
Schedule "B": Design, Finish, and Size of Signs