

# REPORT TO COUNCIL



**Date:** May 7<sup>th</sup> 2019

**RIM No.** 0940-50

**To:** City Manager

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

**Application:** DVP19-0086

**Owner:** Midwest Ventures Ltd., Inc. No. BC0046021

**Address:** 5505-5507 Airport Way

**Applicant:** Argus Properties – Darren Schlamp

**Subject:** Development Variance Permit

Existing Zone: CD15 – Airport Business Park

Existing OCP Designation: COMM - Commercial

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## 1.0 Recommendation

THAT Council NOT authorize the issuance of Development Variance Permit DVP19-0086 for Lot A, Section 14, Township 23, ODYD, Plan EPP23036, located at 5505-5507 Airport Way, Kelowna, BC;

## 2.0 Purpose

To consider a Staff recommendation to NOT issue a Development Variance Permit to vary the prohibition on off-site signs.

## 3.0 Community Planning

The application is to have the commercial tenant located at 1708 Innovation Drive advertise on a pylon sign at a separate location at 5505-5507 Airport Way. The Sign Bylaw references this type of signage as 'third party' and prohibits such signage in order to establish a level regulatory playing field across the municipality; reduce wayfinding confusion, minimize the amount and proliferation of signage and overall establish a positive visual aesthetic within the City. The concern from the commercial tenant at 1708 Innovation Drive is the limited visibility from the highway and is why they did not want to only advertise on the subject property's pylon sign.

Staff do not support advertising on off-site locations. Staff are recommending the off-site sign regulations be enforced and protected especially along the highway corridor in order to not set any precedent for third-party advertising.

### Sign Location Map



### Subject Property Map: 5505-5507 Airport Way



#### **4.0 Current Development Policies**

##### **4.1 Kelowna Official Community Plan (OCP)**

#### **Chapter 14 Urban Design Guidelines - Signs:**

<sup>1</sup> Integrate signage that contributes to the overall quality and unique character of a development (e.g. coordinate proportion, materials, and colour);

<sup>2</sup> Do not compromise the scale and visual qualities of a building with the size and number of signs;

<sup>3</sup> Locate, size, and format signs such that they can be easily read by pedestrians.

<sup>4</sup> Where signage is proposed for buildings with historical character or heritage significance (i.e. Listed on the Heritage Register, with Heritage Designation and/or located in the Abbott Street and Marshall Street Heritage Conservation Areas) that signage should use design inspiration from historical influences (e.g. non-illuminated and non-animated.)

#### **5.0 Technical Comments**

None

#### **6.0 Application Chronology**

Date of Application Received: April 5<sup>th</sup> 2019

Date Public Consultation Completed: April 18<sup>th</sup> 2019

#### **7.0 Alternate Recommendation**

THAT Council authorize the issuance of Development Variance Permit DVP19-0086 for Lot A, Section 14, Township 23, ODYD, Plan EPP23036, located at 5505-5507 Airport Way, Kelowna, BC;

AND THAT the variances to the following sections of Sign Bylaw No. 11530 be granted, as shown on Schedule "A":

##### **Section 2.3.2 Prohibitions**

To vary the prohibitions for off-site signs to allow a tenant from 1708 – 1720 Innovation Drive to locate a sign on a communal pylon sign located on 5505-5507 Airport Way.

AND THAT the applicant be required to complete the above noted conditions of Council's approval of the Development Permit and Development Variance Permit applications in order for the permits to be issued;

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

**Report prepared by:**

Adam Cseke, Planner Specialist

**Reviewed by:**

Terry Barton, Urban Planning Manager

**Approved for Inclusion:**

Ryan Smith, Community Planning Department Manager

#### **Attachments:**

Applicant Rationale

Draft Development Variance Permit

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<sup>1</sup> City of Kelowna Official Community Plan, Policy 14.17.1 (Chapter 14 Urban Design Guidelines).

<sup>2</sup> City of Kelowna Official Community Plan, Policy 14.17.2 (Chapter 14 Urban Design Guidelines).

<sup>3</sup> City of Kelowna Official Community Plan, Policy 14.17.3 (Chapter 14 Urban Design Guidelines).

<sup>4</sup> City of Kelowna Official Community Plan, Policy 14.17.4 (Chapter 14 Urban Design Guidelines).