

# REPORT TO COUNCIL



**Date:** May 27, 2019  
**RIM No.** TA19-0012  
**To:** City Manager  
**From:** Community Planning Department (JB)  
**Subject:** Sign Bylaw Text Amendments

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## **1.0 Recommendation**

THAT Sign Bylaw No. 11530 Text Amendment Application No. TA19-0012 as outlined in Schedule A, attached to the Report from the Community Planning Department dated May 23, 2019 be considered by Council;

AND THAT Sign Bylaw No. 11530 Text Amendment Application No. TA19-0012 be forwarded for reading consideration.

## **2.0 Purpose**

To consider the proposed amendments to the City of Kelowna Sign Bylaw No. 11530.

## **3.0 Community Planning**

In 2017, staff completed a full Sign Bylaw review through a multi-phased approach, including, stakeholder engagement, Council workshops, and best-practice research. In August 2017, Council adopted Sign Bylaw No. 11530. Since adoption, Staff have continued to engage with applicants and several sign companies in Kelowna to obtain feedback about the usability and implementation of the Bylaw. The proposed amendments reflect received industry feedback, as well as opportunities for clearer interpretation recognized by Staff.

Most notably, the signage community expressed concerns about limiting illuminated fascia signs on businesses with more than one frontage. The amendment proposed will allow for up to two (2) illuminated fascia signs per businesses with double frontage in the following sections:

- Section 9.3- Urban Commercial Zones

- Section 10.3 Major Commercial Zones

- Section 12.3 Public and Institutional Zones

The proposed amendments are indicated in Schedule 'A' of this report.

**Report prepared by:**

Jocelyn Black, Planner Specialist

**Approved for Inclusion:**



Ryan Smith, Divisional Director, Planning & Development Services

**Attachments:**

Schedule 'A' - City of Kelowna Sign Bylaw, Bylaw No. 11530 Text Amendments