

# REPORT TO COUNCIL



**Date:** 5/31/2016

**RIM No.** 0940-40

**To:** City Manager

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

**Application:** DVP16-0073      **Owner:** R.J.S. Holdings Inc., Inc.No. BC0684324

**Address:** 2741 Hwy 97 N      **Applicant:** Five Star Permits - David Atkinson

**Subject:** Development Variance Permit

**Existing OCP Designation:** SC - Service Commercial

**Existing Zone:** C10 - Service Commercial

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## 1.0 Recommendation

THAT Council NOT authorize the issuance of Development Variance Permit No. DVP16-0073 for the property legally known as Lot A, District Lot 124, ODYD, Plan 38380, located on 2741 Hwy 97 N, Kelowna, BC;

## 2.0 Purpose

To consider a staff recommendation NOT to vary the number of permitted free-standing signs along the highway from one sign to two signs.

## 3.0 Community Planning

The applicant is requesting two separate free-standing pylon signs along the highway in order to differentiate between two different brands (Nissan & Infinity). The Sign Bylaw permits a second sign for every 150 metres of frontage (the property has a lot width of 97 metres). The purpose of this rule was to establish a certain sign density along the highway and ensure the highway corridor is not excessively cluttered with signage. Community Planning's analysis does not identify a significant hardship and encourages the applicant to differentiate the two business brands on one free-standing sign. This is a common approach on other properties in Kelowna with multiple commercial tenants and throughout British Columbia. However, the applicant has stated that these are national rollover signs that have a 'cookie cutter' production process to save costs. Although, the applicant has estimated manufacturing a single sign would almost triple the costs, the cost of the sign in relation to the value of the overall development on-site is minimal. Staff does not support the proposed variance and there is concern that permitting it will provoke others to use this variance as precedent which could increase the density of free-standing signs along the highway.

In fulfillment of Council Policy No. 367 respecting public consultation, the applicant undertook neighbour consultation by individually contacting the neighbours within a 50 metre radius.

## 4.0 Proposal

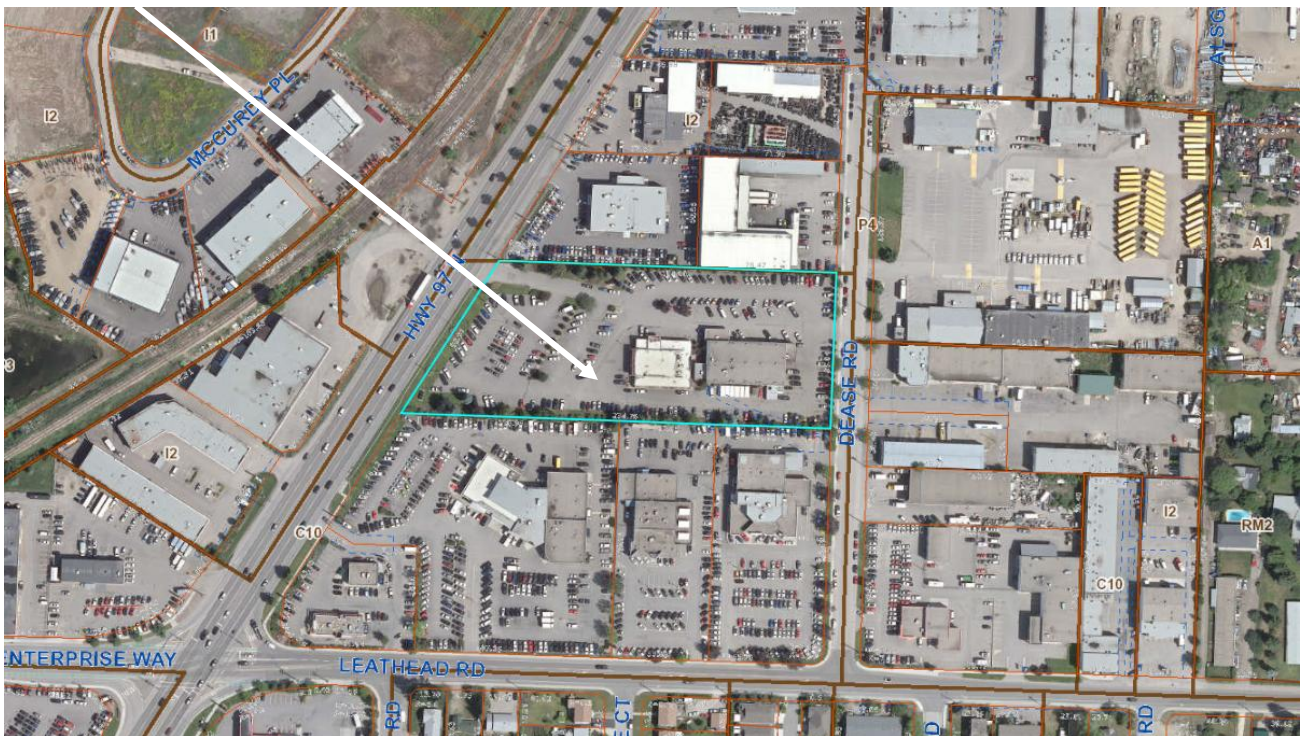
### 4.1 Project Description

The subject property has two car dealerships with distinct brands (Nissan and Infiniti) and the applicant is applying to have two separate free-standing pylon signs.

### 4.2 Site Context

The subject property is along the Highway 97 corridor, North of Leathead Road, and is designated as SC - Service Commercial.

Subject Property Map: 2741 Hwy 97 N



## 5.0 Current Development Policies

### 5.1 Kelowna Official Community Plan (OCP)

#### Signage<sup>1</sup>

- 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

<sup>1</sup> Chapter 14 Urban Design Development Permit Areas, Section 7.0, pg.19.

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

## 6.0 Technical Comments

### 6.1 Building & Permitting Department

- No comments.

## 7.0 Alternate Recommendation

THAT Council authorizes the issuance of Development Variance Permit No. DVP16-0073 for the property legally known as Lot A, District Lot 124, ODYD, Plan 38380, located on 2741 Hwy 97 N, Kelowna, BC;

AND THAT a variance to the following section of Sign Bylaw No. 8235 be granted:

### Section 6 - Specific Zone Regulations - Industrial and Commercial (free-standing)

To vary the number of free-standing signs along the highway frontage from a maximum of one sign to two signs.

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

## 8.0 Application Chronology

Date of Application Received:	February 29 <sup>th</sup> 2016
Date Public Consultation Received:	April 27 <sup>th</sup> 2016

Report prepared by:

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Adam Cseke, Planner

Reviewed by: ☐ Terry Barton, Urban Planning Manager

Approved by: ☐ Ryan Smith, Community Planning Manager

## Attachments:

Development Engineering Memo  
DVP15-0182