

REPORT TO COUNCIL



Date: July 26, 2016
RIM No. 0940-30
To: City Manager
From: Community Planning Department (TB)

Application: DVP15-0291 **Owner:** Telus Communications Inc.,
Inc.No. A55547

Address: 2002 Enterprise Way **Applicant:** Ryan Matthews,
Priority Permits Ltd

Subject: Development Variance Permit

Existing OCP Designation: MXR - Mixed Use (Residential/Commercial)
PARK - Major Park/Open Space (Public)
PSU - Public Services/Utilities

Existing Zone: P4 - Utilities

1.0 Recommendation

THAT Council authorizes the issuance of Development Variance Permit No. DVP15-0291 for Lot B DL 140 ODYD Plan KAP76401 located at 2002 Enterprise Way, Kelowna, BC;

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

Section 6: Public and Institutional Zones (P4) Fascia Signs

To vary the maximum number of signs per building frontage from 1 (allowed) to 2 (proposed) on Enterprise Way

Section 6: Public and Institutional Zones (P4) Fascia Signs

To vary the maximum area of Sign #1 from 18.3m² (allowed) to 35.93m² (proposed)

Section 6: Public and Institutional Zones (P4) Fascia Signs

To vary the maximum area of Sign #2 from 18.3m² (allowed) to 30.58m² (proposed)

Section 6: Public and Institutional Zones (P4) Fascia Signs

To vary the maximum area of Sign #3 from 9.14m² (allowed) to 33.64m² (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 consider four variances to the sign bylaw for the installation of 3 signs on the subject property.

3.0 Community Planning

Telus Communications is proposing variances to the maximum signage area and to increase the number of fascia signs in order to accommodate their corporate marketing efforts. This approach is an alternative to the traditional pylon signage that many other businesses in the area utilize. Should the variance be approved by Council, Telus will have maximized their signage capacity under the Sign Bylaw and would not be able to install a pylon signage or any other entry signage. However, should the variance be declined by Council, Telus would have the ability to construct a pylon sign with only a building permit required.

The proposed fascia signage will be incorporated well into the architecture of the building and complements the overall character. The signage will be predominately located on the second floor windows as well as covering up a blank 3 storey vertical wall. The graphic design of the signage is relatively modest and communicates a simple marketing message. The corporate logos are minimal in size and only repeated a few times on the signage.

The City's Development Permit Guidelines do not apply to the subject property due to its specific location and existing institutional zoning designation. However, using them as a general reference they do promote concise messaging and simple graphics consistent with Telus' proposal.

It is for these site specific reasons that Community Planning supports the requested variances and it is unlikely that it will set a precedent for others.

4.0 Proposal

4.1 Background

The subject property is owned by Telus and has a business license as a Public Utility Company. The fascia signs were initially installed in 2010 without required Development Variances Permits or Building Permit. In 2011 a bylaw investigation was commenced that did not resolve the issues of the illegal signs. Over the course of the years the graphics on the signs have changed occasionally however proper permits were never obtained. In an effort to comply with the City bylaws Telus applied for a building permit and variance permit in late 2015 to replace the existing signs with new graphics.

4.2 Project Description

The proposed signage is composed of three fascia signs, two of which are window signs on the 2nd floor, and one of which is a wall sign. The signs are consistent with the architectural style of the building and the general atmosphere of the surrounding area. They are of a modest font and style and are predominantly white with minimal graphics to advertise Telus' fibre optic infrastructure in the region. None of the signs are lit and they contain no element of motion or LED display. The signs are not visible from any residential developments.

Sign 1 is a banner sign that affixes to the side of the building on a large blank concrete wall. It is located above the 2nd storey and is 35.93m² where 18.3m² is allowed. The sign faces Enterprise Way and has no impact on vehicle or pedestrian sight lines.

Sign 2 is on Enterprise Way as well and is a vinyl window sign that features a Telus slogan and is 30.58m². The sign bylaw states that only one sign per building frontage is allowed, and the

maximum size of sign is 18.3m². This sign is located on the second story windows and does not impact the ground floor windows or the relationship between the public and private realm at street level.

Sign 3 is on Hardy Road and is a similar design to Sign 2, located on the second storey windows. The proposed sign is 33.64m² and the maximum allowable size is 9.14m².

The sign bylaw considers fascia signs and free-standing signs under the same requirements, so should Council approve this variance, the subject property would not be allowed a free-standing sign without removing the 3 fascia signs.

Should Council approve this variance, no development permit will be required and the applicant will proceed with obtaining a Building Permit.

4.3 Site Context

The Telus building is located on the corner of Enterprise Way and Hardy Road in Midtown Urban Centre. The area is predominantly commercial and industrial with one multi-family complex across Mill Creek from the subject property.

Specifically, adjacent land uses are as follows:

Orientation	Zoning	Land Use
North	C4 - Urban Centre Commercial	Commercial
East	I2 - General Industrial	Industrial
South	C4 - Urban Centre Commercial	Commercial
West	C4 - Urban Centre Commercial	Commercial

Subject Property Map: 2002 Enterprise Way



5.0 Current Development Policies

5.1 Kelowna Official Community Plan (OCP)

Chapter 14 - Urban Design DP Guidelines

Revitalization Guidelines - Signage¹

- 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 suitable scaled to the façade composition.
- Minimize signage lighting (i.e., incorporate indirect front-lit signs wherever possible).

6.0 Technical Comments

6.1 Building & Permitting Department

- Full Plan check for Building Code related issues will be done at time of Building Permit applications.

6.2 Development Engineering Department

- Please see attached memorandum dated December 14, 2014.

7.0 Application Chronology

Date of Application Received: November 24, 2015

Date Public Consultation Completed: June 1, 2016

Report prepared by:

Trisa Brandt, Planner I

Reviewed by: Terry Barton, Urban Planning Manager

Approved for Inclusion: Ryan Smith, Community Planning Department Manager

Attachments:

Development Engineering Memorandum dated December 14, 2015

Draft Development Variance Permit DVP15-0291

Site Plan

Elevations

Sign Plans

¹ City of Kelowna Official Community Plan Section 14.B.7 (Urban Design DP Guidelines)