

REPORT TO COUNCIL



Date: September 19, 2016

RIM No. 0940-00

To: City Manager

From: Community Planning Department (EW)

Application: DP16-0198

Owner: School District No. 23

Address: 4544 Gordon Dr

Applicant: Prosign

Subject: Development Permit Application

Existing OCP Designation: EDINST - Educational/Major Institutional

Existing Zone: P2 - Education and Minor Institutional

1.0 Recommendation

THAT Council authorizes the issuance of Development Permit No. DP16-0198 for Lot A, District Lot 358, ODYD, Plan EPP25076, located at 4544 Gordon Dr, Kelowna, BC subject to the following:

1. The dimensions and siting of the sign and the exterior design and finish of the sign to be constructed on the land be in accordance with Schedule "A";
2. Sign copy shall remain in place for a minimum of 6.0 seconds before switching to the next copy;
3. The maximum transition time between each digital copy shall not exceed 0.25 seconds;
4. Copy shall not be shown on the digital display using full motion video or otherwise give the appearance of animation of movement, and the transition between each digital copy shall not be displayed using any visible effects, including but not limited to action, motion, fading in and out, dissolving, blinking, intermittent, or flashing light or the illusion of such effects;
5. Copy shall not be shown in a manner that requires the copy to be viewed or read over a series of sequential copy messages on a single digital display, or sequences on multiple digital displays;
6. No third party commercial advertising shall be permitted;
7. The signs must be equipped with an ambient light sensor;
8. The digital display shall not increase the light levels adjacent to the digital display by more than 3.0 LUX above the ambient light level;

9. While the sign is in operation, the light output for the digital shall be set in accordance with the following maximum luminance levels when measured from the sign face at its maximum brightness:
 - a. From sunrise to sunset, 7500 Nits;
 - b. From sunset to sunrise, 300 Nits;
10. If any component on the sign fails or malfunctions the sign shall be programmed to automatically turn off.

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 Staff recommendation to issue a Development Permit for the form and character of a freestanding digital sign at Okanagan Mission Secondary School.

3.0 Community Planning

Community Planning Staff supports the Development Permit application for a freestanding sign for Okanagan Mission Secondary School along Gordon Drive. The electronic screen is a change to the character of the existing sign and meets the majority of design guidelines for a sign in the Comprehensive and Revitalization Development Permit Areas. The sign is located on institutional zoned land in support of the high school without any commercial messaging. The electronic screen does contribute to the overall quality of the school development, is consistent with the appearance and scale of the buildings, and provides public messages to students, parents, and neighbours.

While staff recognizes the intent to modernize the current signage, staff does have concerns on potential impacts the sign will have on the surrounding residential neighbourhood. To address these concerns, requirements for transition time between digital copy, appearance of animation, brightness, and prohibiting third party advertising have been included as conditions in the attached draft development permit.

4.0 Proposal

4.1 Project Description

The applicant proposes moving the existing freestanding sign, modifying the façade, and replacing the manual changeable copy sign area with an electronic screen. The applicant has provided a rationale for the sign proposal (Attachment A) which includes mitigating vandalism, no longer requiring staff or students to use ladders to change the copy, and improving communication with parents, students, and the community.

The façade and materials of the sign are consistent with the recently renovated façade of OKM school; brick base and woodgrain composite materials left over from the renovation will cover the existing steel structural components of the existing sign. The proposed height of the sign will remain the same, at the maximum height permitted in the P2 Zone (4.0 m). The proposed sign has been moved north of the existing sign from the exit to the entrance of the parking lot due to traffic flow changes at OKM school. An existing tree will need to be removed to facilitate the sign

in the new location. To compensate, the applicant has committed to plant a tree and re-landscape the boulevard where the current sign is located.

The electronic screen is considered a Changeable Copy Sign - Electronic, as defined in Sign Bylaw No. 8235. These are permitted on free-standing signs and must include public service information (time, date or temperature) for a portion of the message. Additional specific regulations are noted in Sections 5.10 and 6.1 of the Sign Bylaw.

4.2 Site Context

The subject property is Okanagan Mission Secondary School, located in the North Okanagan Mission sector of the City, on the west side of Gordon Drive. The surrounding area is characterized by residential uses.

Specifically, adjacent land uses are as follows:

Orientation	Zoning	Land Use
North	RU1 - Large Lot Housing	Single dwelling housing
East	RU1 - Large Lot Housing RU1c - Large Lot Housing with Carriage House	Single dwelling housing, carriage home
South	RU1 - Large Lot Housing	Single dwelling housing
West	RU1 - Large Lot Housing	Single dwelling housing

4.3 Sign Analysis Table

Sign Bylaw Analysis Table		
CRITERIA	P2 ZONE REQUIREMENTS	PROPOSAL
Maximum Height	4.0 m	4.0 m
Maximum Area	4.0 m ²	3.8 m ²

5.0 Current Development Policies

5.1 Kelowna Official Community Plan (OCP)

Comprehensive Development Permit Area

Consideration has been given to the following guidelines as identified in Section 14.A. of the City of Kelowna Official Community Plan related to Comprehensive Development Permit Areas:

Comprehensive Development Permit Area	Yes	No	N/A
Signs			
Do signs contribute to the overall quality and character of the development?	✓		
Is signage design consistent with the appearance and scale of the building?	✓		
Are signs located and scaled to be easily read by pedestrians?		✓	
For culturally significant buildings, is the signage inspired by historical influences?			✓

6.0 Technical Comments

6.1 Building & Permitting Department

- No comments.

6.2 Development Engineering Department

- See attached memorandum (Attachment B), dated August 23, 2016.

7.0 Application Chronology

Date of Application Received: August 8, 2016

8.0 Alternate Recommendation

THAT Council NOT authorize the issuance of Development Permit No. DP16-0198 for Lot A, DL 358, ODYD, Plan EPP25076, located at 4544 Gordon Drive, Kelowna, BC.

9.0 Report prepared by:

Emily Williamson, Planner

Reviewed by:

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Terry Barton, Urban Planning Manager

Approved for Inclusion:

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Ryan Smith, Community Planning Department Manager

Attachments:

Draft DP

Attachment A - Applicant's Proposal and Rationale

Attachment B - City of Kelowna Memorandum