



Staff recommend support for the Development Variance Permit to vary the sign area and height for a Permanent Banner Sign at Kelowna General Hospital. The proposed sign is considered to be a banner sign as per Sign Bylaw No. 11530. A typical banner sign refers to smaller banners for commercial units as unique architectural feature beyond fascia signage. Staff are viewing this proposal as a unique situation as it falls outside of the scope of what the Sign Bylaw intended.

The proposed signage promotes messages that benefit the community as whole and not a private business for marketing and financial purposes, including the promotion of charitable campaigns and, more broadly, Kelowna General Hospital.

This sign size is a large percentage of the building's south elevation. Because of the large scale of the sign Staff evaluate the visual impact. The sign does express a variety of imagery, colour and material types which create visual interest from the street.

#### 4.0 Proposal

##### 4.1 Background

In Spring of 2021 the KGH Foundation reached out to Development Planning seeking to install a temporary banner sign of the south side of the Walter Anderson Building at Kelowna General Hospital. The intent of the banner was to promote the upcoming fundraising effort event *Every Moment Matters*. The Sign Bylaw does allow for temporary banner signs to be placed for a short time and removed at a later date. The campaign was a success and the KGH foundation reached out to Staff about making the sign permanent for future fundraising events or hospital related messages. As a result of the transition a Development Variance Permit was required.

##### 4.2 Project Description

The applicant proposes to construct a banner sign on the South elevation of the of the three storey Dr Walter Anderson Building at Kelowna General Hospital. The sign is proposed to be 46.5m<sup>2</sup> and 9.5m in height and promote special events for the hospital.

##### 4.3 Site Context

The subject property is in the Central City OCP Sector and is located on Pandosy St, between the intersections of Rose Ave to the South and Royal Ave to the North. The surrounding residential area is primarily zoned RU6 – Two Dwelling Housing and has a Future Land Use of Health District (HLTH). The subject property is hooked lot with the main hospital building. Additionally, on the subject property there is surface parking and across the abutting lane, also hooked to the subject property, is additional surface parking.

Specifically, adjacent land uses are as follows:

Orientation	Zoning	Land Use
North	HD <sub>2</sub> – Hospital and Health Supportive Services	Vacant
East	HD <sub>1</sub> – Kelowna General Hospital	Hospital
South	RU6 – Two Dwelling Housing	Single Family Home
West	RU6 – Two Dwelling Housing	Single Family Home

**Subject Property Map: 2251 Pandosy St**



**5.0 Application Chronology**

Date of Application Accepted: November 3, 2021

Date Public Consultation Completed: December 2, 2021

Report prepared by: Jason Issler, Planner I

Reviewed by: Jocelyn Black, Urban Planning Manager

Reviewed by: Terry Barton, Development Planning Department Manager

Approved for Inclusion: Ryan Smith, Divisional Director, Planning & Development Services

**Attachments:**

Schedule A: Sign Details

Attachment A: Development Variance Permit

Attachment B: Letter of Rational