

REPORT TO COUNCIL



Date: May 31, 2022

To: Council

From: City Manager

Department: Development Planning

Application: DVP22-0050

Owner: Telus Communications Inc., Inc.
No. BC1101218

Address: 2002 Enterprise Way

Applicant: Priority Permits Ltd. – Jordan
Desrochers

Subject: Development Variance Permit Application

Existing OCP Designation: C-NHD – Core Area Neighbourhood

Existing Zone: P4 - Utilities

1.0 Recommendation

THAT Council NOT authorize the issuance of a Development Variance Permit No. DVP22-0050 for Lot B, District Lot 140, ODYD, Plan KAP76401, located at 2002 Enterprise Way, Kelowna, BC.

2.0 Purpose

To review a Staff recommendation to NOT issue a Development Variance Permit to vary the maximum size of an electronic message centre on the subject property.

3.0 Development Planning

Staff do not support the proposed Development Variance Permit application to vary the maximum size of an electronic message centre on the subject property from 2.0 m² permitted 33.82 m² proposed. Regulation of digital and animated signage, including limiting the size, is intended to reduce its visual impact. The Development Permit Guidelines in the 2040 Official Community Plan (OCP) aim to limit the size of signage and to restrict back-lit signage to not dominate a site. The requested variance is a significant deviation from what is permitted by the Sign Bylaw or supported by the OCP.

Allowing electronic message centres as a permitted use in public and institutional zones in the City of Kelowna Sign Bylaw was primarily intended to allow small signs for digital messaging for uses such as schools and churches. It was not intended to be used for corporate branding or marketing and is not permitted in commercial zones or any other zones.

4.0 Proposal

4.1 Background

In July 2016, Council authorized the issuance of a Development Variance Permit for signage on the subject property. Four variances were approved by Council to vary the maximum number of signs per building frontage, and to vary the maximum sign area of a banner sign from 18.3 m² to 35.93 m², a vinyl window sign from 18.3 m² to 30.58 m²; and a second vinyl window sign from 9.14 m² to 33.64 m².

City of Kelowna Sign Bylaw No. 11530 was adopted in August 2018. Sign Bylaw No. 11530 permitted digital and animated signs only in public and institutional zones, and not in commercial zones. This reflected previous history where digital signs in commercial buildings were generally not supported by Council, while digital signs on public service buildings like churches and schools were generally supported.

4.2 Project Description

The applicant is proposing to vary the maximum size of an electronic message centre from 2.0 m² to 33.82 m². The proposed sign would be located on the south elevation of the existing Telus building, replacing the existing banner sign. A variety of rotating digital content would appear on the subject sign, including weather feeds and local messaging and notifications (ex: local art, information about community events etc.).

4.3 Site Context

The subject property is located at the corner of Enterprise Way and Hardy Road and currently contains the Telus Kelowna Central Office. The surrounding area is designated C-NHD – Core Area Neighbourhood, IND – Industrial, and R-COM – Regional Commercial and is zoned C₄ – Urban Centre Commercial, I₂ – General Industrial and RM₅ – Medium Density Multiple Housing.

Specifically, adjacent land uses are as follows:

Orientation	Zoning	Land Use
North	C ₄ – Urban Centre Commercial	Offices
East	I ₂ – General Industrial	Vehicle and equipment services
South	C ₄ – Urban Centre Commercial	Retail stores
West	C ₄ – Urban Centre Commercial RM ₅ – Medium Density Multiple Housing	Offices Apartment housing

Subject Property Map: 2002 Enterprise Way



5.0 Current Development Policies

5.1 Kelowna Official Community Plan (OCP)

Chapter 18 Form & Character Development Permit Guidelines	
Section 2.1.6.h General Guidelines	Limit signage in number, location, and size to reduce visual clutter and make individual signs easier to see
Section 6.1.4.e Retail, Commercial and Industrial Guidelines	Allow for brand identification where there are multiple buildings and uses on a site, but avoid corporate image, colour, and signage back-lit signs from dominating the site.

6.0 Application Chronology

Date of Application Accepted: February 25, 2022

Date Public Consultation Completed: March 14, 2022

7.0 Alternate Recommendation

THAT Council authorizes the issuance of Development Variance Permit No. DVP22-0050 for Lot B, District Lot 140, ODYD, Plan KAP76401, located at 2002 Enterprise Way, Kelowna, BC;

AND THAT variances to the following section of Sign Bylaw No. 11530 be granted in accordance with Schedule "A":

Section 4.3.2(e): Electronic Message Centre Regulations

To vary the maximum area of an Electronic Message Centre Sign from 2.0 m² permitted to 33.82 m² 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.

Report prepared by: Mark Tanner, Planner II

Reviewed by: Lydia Korolchuk, Urban Planning Manager

Reviewed by: Terry Barton, Development Planning Department Manager

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

Attachments:

Attachment A: Draft Development Permit DVP22-0050

Schedule A: Sign Detail & Elevations

Attachment B: Rationale & Conceptual Drawing Package