



DVP 22-0050

2002 Enterprise Way

Development Variance Permit Application



Proposal

- ▶ 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.

Development Process

Feb 25, 2022

Development Application Submitted



Staff Review & Circulation



March 14, 2022

Public Notification Received



May 31, 2022

Development Variance Permit



Building Permit

} Council
Approval

Context Map



City of Kelowna

Project details

- ▶ In 2016, Council approved variances to the number and size of signs to allow a banner sign and two vinyl window signs on the subject property.
- ▶ Applicant is proposing to replace the existing banner sign with a digital sign.
- ▶ Requires a variance to the maximum size of an electronic message centre from 2.0 m² to 33.82 m².

Elevations



Staff Recommendation

- ▶ Staff recommend **non-support** for the Development Variance Permit:
 - ▶ Significant deviation from Sign Bylaw regulations
 - ▶ Inconsistent with OCP Development Permit Guidelines
 - ▶ Electronic message centres are permitted only in public and institutional zones and are not intended for corporate branding or marketing.



Conclusion of Staff Remarks