

# Report to Council



**Date:** November 21, 2022  
**To:** Council  
**From:** City Manager  
**Subject:** Amendment to City of Kelowna Sign Bylaw No. 11530  
**Department:** Development Planning

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## **Recommendation:**

THAT Council, receives, for information, the Report from the Development Planning Department dated November 21, 2022 recommending that Council amend the City of Kelowna Sign Bylaw No. 11530;

AND THAT Bylaw No. 12452 being Amendment No. 3 to the City of Kelowna Sign Bylaw No. 11530 be forwarded for reading consideration

## **Purpose:**

To amend the City of Kelowna Sign Bylaw No. 11530 to reclassify the CA1 – Core Area Mixed Use Zone from Local Commercial to Major Commercial.

## **Background:**

In October 2022, Council adopted amendments to the Sign Bylaw to assign the newly created zones in Zoning Bylaw No. 12375 to existing Sign Bylaw Regulations, and to delete zones that had been repealed. In that amendment, staff classified the CA1 – Core Area Mixed Use Zone under the existing Local Commercial Sign Regulations. However, as staff have begun to practically apply the Local Commercial regulations to sign permit applications within the CA1 zone, a number of the commercial tenant's signs do not meet the restricted size, and staff are recommending CA1 be reclassified to Major Commercial.

*Previous Council Resolution (Please see Attachment A for complete Council Resolution)*

Resolution	Date
THAT Council, receives, for information, the Report from the Development Planning Department dated May 16, 2022 recommending that Council amend the City of Kelowna Sign Bylaw No. 11530;	Adopted: October 3, 2022
AND THAT Bylaw No. 12357 being Amendment No. 2 to the City of Kelowna Sign Bylaw No. 11530 be forwarded for reading consideration.	

**Discussion:**

The primary difference between the classification of Local Commercial and Major Commercial is the maximum size of permanent signs. In both classifications the size of a Fascia Sign is based on a sign area per lineal metre of business frontage.

Local Commercial	Major Commercial
a. Fascia Sign: Maximum sign area of 0.3 m <sup>2</sup> per lineal metre of business frontage to a maximum of 4.0 m <sup>2</sup> . b. Free-Standing Sign: i. Maximum sign area of 3.0 m <sup>2</sup> ii. Maximum height of 3.0 m	a. Fascia Sign: Maximum sign area of 1.0 m <sup>2</sup> per lineal metre of business frontage to a maximum of 20% of the area of the wall it is attached to. b. Free-Standing Sign: i. Maximum sign area of 14.0 m <sup>2</sup> ii. Maximum height of 5.0 m



Local Commercial: A business that has 8.0 m of business frontage could be permitted 0.3 m<sup>2</sup> x 8.0 or 2.4 m<sup>2</sup> for a Fascia Sign which falls under the absolute maximum of 4.0 m<sup>2</sup>.

Major Commercial: A business that has 8.0 m of business frontage could be permitted 1.0 m<sup>2</sup> x 8.0 m or 8.0 m<sup>2</sup> for a Fascia Sign so long as it falls below 20% of the area of the wall it is attached to.

The purpose of the CA1 – Core Area Mixed Use Zone is to provide a mixed commercial and residential zone for developments within the Core Area and outside urban centres. Permitted Principal Uses include Apartment Housing, Drive Throughs, Food Primary Establishments, Hotels/Motels, Recycling Drop-Offs, Retail, Townhouses, and others. Several properties have been zoned CA1 and these are primarily located along Harvey Ave, Hwy 97, Transit Supported Corridors, and Major Arterial Roads. Due to the types of commercial uses permitted and the street types typical of CA1 zoned properties, it is more appropriate to be classified as Major Commercial rather than Local Commercial for the purposes of sign regulation. The Major Commercial classification would allow larger signs which are more appropriate for substantial commercial uses along major roads.

**Conclusion:**

The zone purpose, principal commercial uses, and street types that are associated with the CA1 zone are better aligned with Major Commercial for the purposes of sign regulation and therefore staff are recommending the update.

**Internal Circulation:**

Building & Permitting

**Report prepared by:**

Trisa Atwood, Planner II

**Reviewed by:**

Lydia Korolchuk, Community Planning & Development Manager

**Reviewed by:**

Terry Barton, Development Planning Department Manager

**Approved for Inclusion:**

Ryan Smith, Divisional Director, Planning & Development Services

**Attachments:**

Schedule A: Proposed Text Amendment

Attachment A: Previous Council Resolution October 3, 2022