

Sign Bylaw Amendment Bylaw No. 11530

TA22-0016

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 – Sign Bylaw

- ▶ Regulates public and private property signs
- ▶ Regulates size, number, type, appearance
- ▶ Zone specific

- ▶ August 2018: Adopted
- ▶ June 2019: Amended regarding fascia signs
- ▶ Oct 2022: Amended to align with Zoning Bylaw No. 12375
- ▶ CA1 was classified Local Commercial

CA1 – Core Area Mixed Use

- ▶ **Purpose:** Mixed commercial and residential zone for developments within the Core Area and outside Urban Centres
- ▶ **Principal Uses:**
 - ▶ Apartment Housing
 - ▶ Drive Through
 - ▶ Food Primary
 - ▶ Hotels/Motels
 - ▶ Recycling Drop-Offs
 - ▶ Retail
 - ▶ Townhouses
 - ▶ Others

CA1 – Core Area Mixed Use

► Locations:

- Hwy 97
- Harvey Ave
- Burtch Ave
- Gordon Dr

► Street Types:

- Major Arterial
- Transit Supported Corridors
- Highway

Discussion

- ▶ Major Commercial better suited to intent of zone
- ▶ Zone Purpose
- ▶ Principal Uses
- ▶ Location/Street Types
 - ▶ High traffic areas
 - ▶ Large scale commercial potential
 - ▶ Sign visibility key to commercial tenants
 - ▶ Practical application of the bylaw – several properties that have recently been rezoned to CA1 no longer meet their sign regulations

Local Commercial vs Major Commercial

Local Commercial	Major Commercial
<p>a. Fascia Sign: Maximum sign area of 0.3 m² per lineal metre of business frontage to a maximum of 4.0 m².</p> <p>b. Free-Standing Sign:</p> <ul style="list-style-type: none"> i. Maximum sign area of 3.0 m² ii. Maximum height of 3.0 m 	<p>a. Fascia Sign: Maximum sign area of 1.0 m² per lineal metre of business frontage to a maximum of 20% of the area of the wall it is attached to.</p> <p>b. Free-Standing Sign:</p> <ul style="list-style-type: none"> i. Maximum sign area of 14.0 m² ii. Maximum height of 5.0 m

Fascia Sign Example:



- ▶ Business with 8.0 m frontage in CA1
- ▶ Local Commercial:
 - ▶ $0.3 \text{ m}^2 \times 8.0 = 2.4 \text{ m}^2$
- ▶ Major Commercial:
 - ▶ $1.0 \text{ m}^2 \times 8.0 \text{ m} = 8.0 \text{ m}^2$

Staff recommendation

- ▶ Reclassify CA1 as Major Commercial
 - ▶ Street Types
 - ▶ Commercial Uses
 - ▶ Practical application of sign bylaw

- ▶ The Major Commercial classification would allow larger signs which are more appropriate for substantial commercial uses along major roads.



Questions?

For more information, visit kelowna.ca.