



City of  
**Kelowna**

DVP 22-0134  
2397 HWY 97 N

Development Variance Permit

# Proposal

- ▶ To issue a Development Variance Permit to vary the maximum number of permanent illuminated fascia signs per business from two (2) to three (3), and to vary directional sign regulations to allow for lit directional signs.

# Development Variance Permit

- ▶ “Have the potential impacts of this variance been considered and/or mitigated?”
  - ▶ Rationale for variance
  - ▶ Impact on adjacent properties
  - ▶ Impact on neighbourhood, community, City at large

# Development Process

Jun. 6, 2022

Development Application Submitted



Staff Review & Circulation



Oct. 25, 2022

Public Notification Received



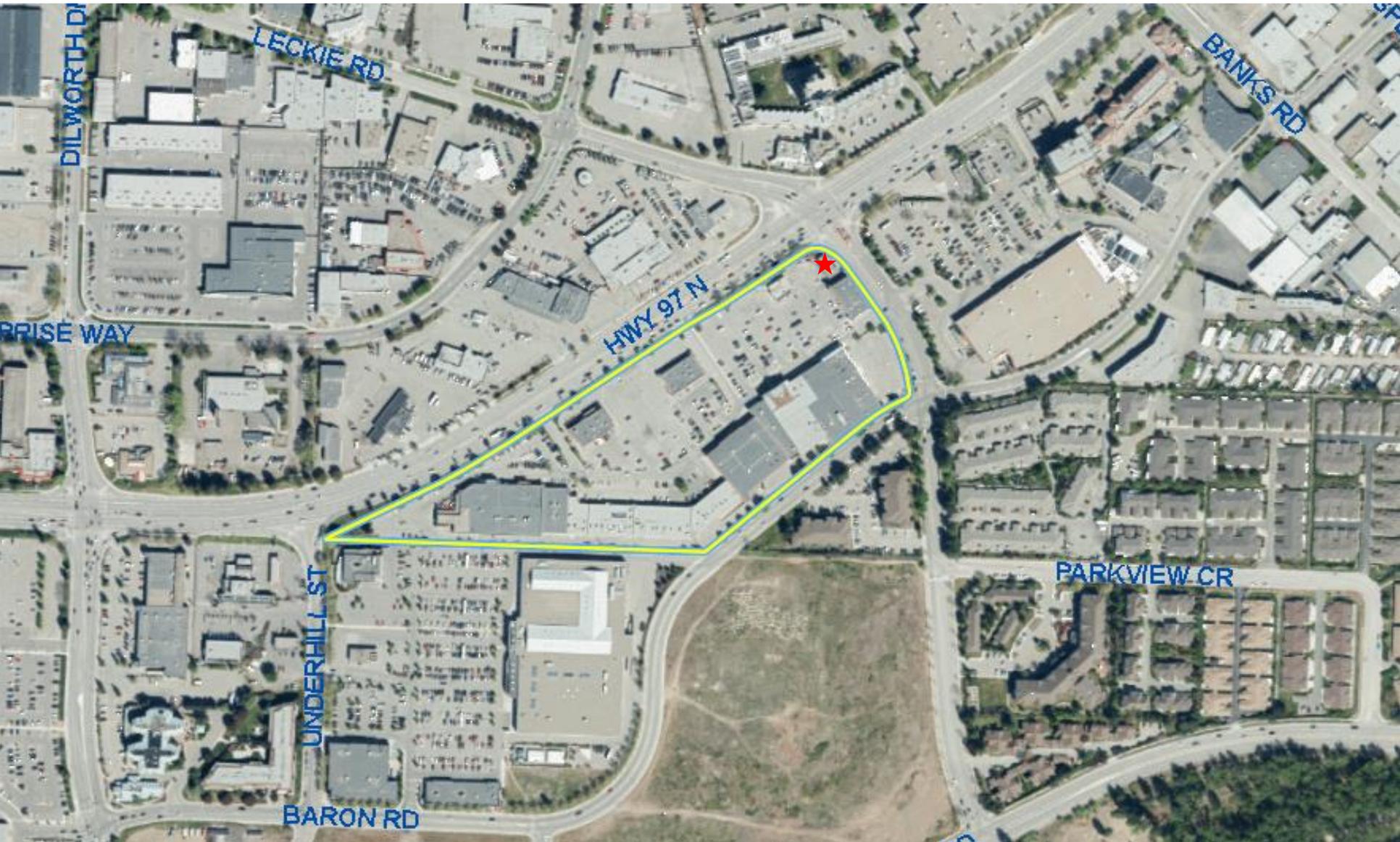
Nov. 29, 2022

Development Variance Permit

Council  
Approvals

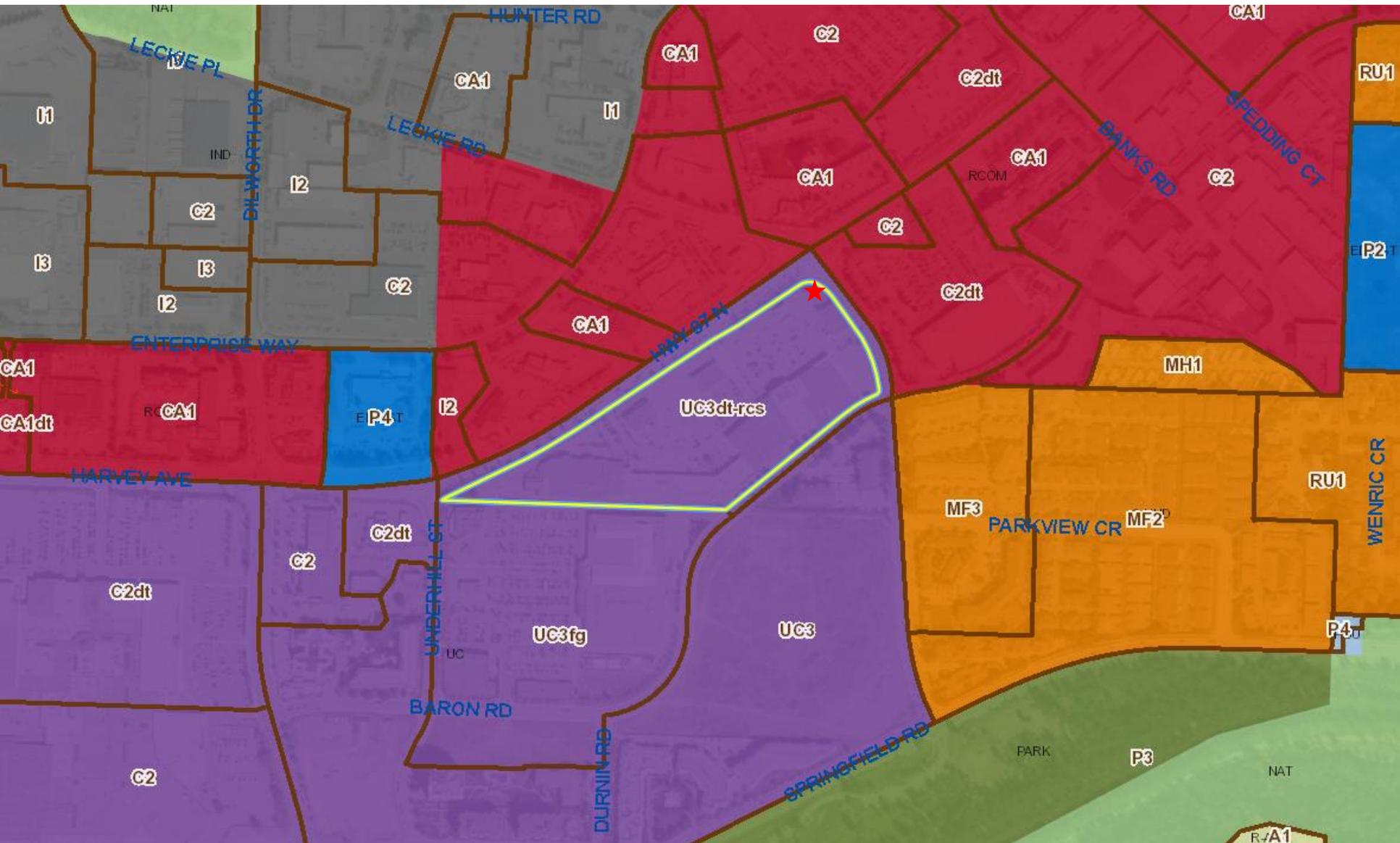


# Context Map



City of Kelowna

# OCP Future Land Use / Zoning



City of Kelowna

# Subject Property Map

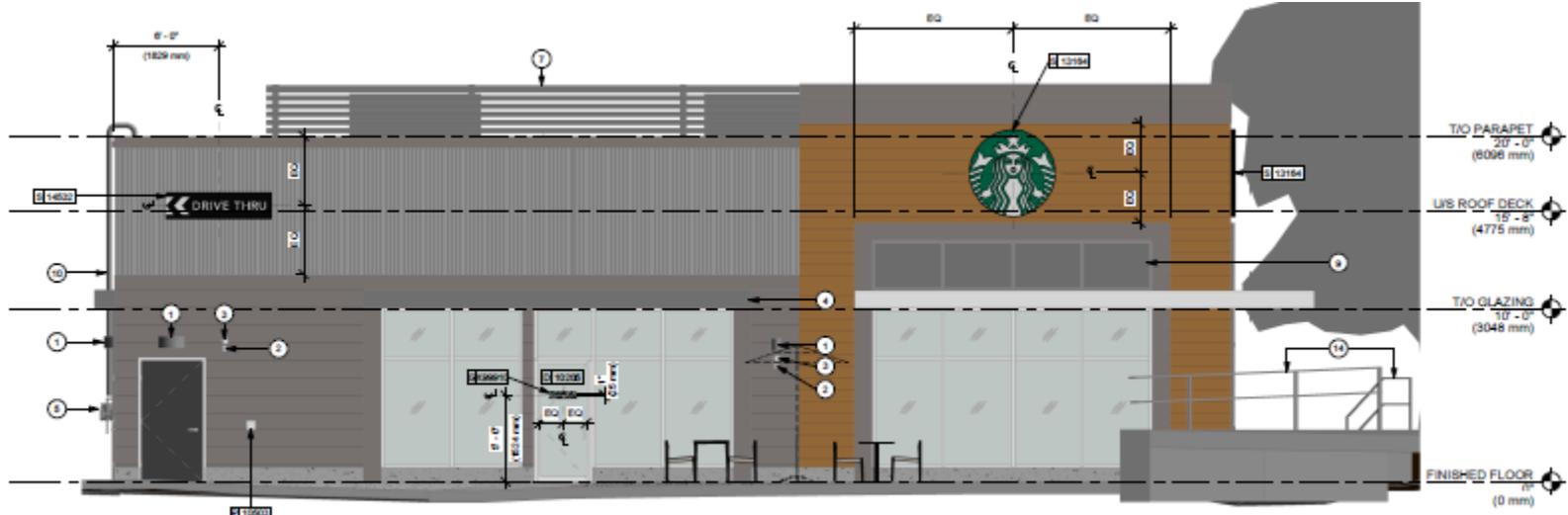


City of Kelowna

# Project/technical details

- ▶ The applicant is proposing two variances
  - ▶ To vary the maximum number of permanent illuminated fascia signs in an Urban Centre zone from two (2) to three (3) and;
  - ▶ and to vary directional sign regulations to allow for lit directional signs.
- ▶ Fascia Signs are circular with a diameter of 1.5 m.
  - ▶ Signs are proposed on the North, East and West sides of the building, facing the HWY 97 N, Leckie Road and the Dilworth Shopping Centre.
- ▶ Directional Signs are 1.8 m x 0.5 m.
  - ▶ Proposed on the East and West sides of the building.

# Elevations



2 EXTERIOR ELEVATION - EAST  
1:50

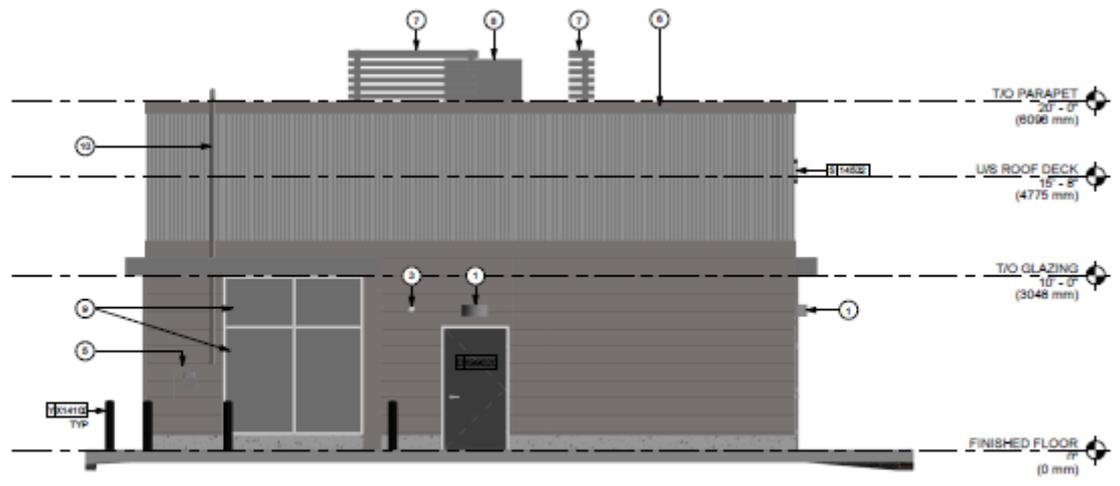


2 EXTERIOR ELEVATION - WEST  
1:50

# Elevations



1 EXTERIOR ELEVATION - NORTH  
1:50



1 EXTERIOR ELEVATION - SOUTH  
1:50

# Staff Recommendation

- ▶ Development Planning Staff recommend support for the Development Variance Permit to vary the maximum number of permanent illuminated fascia signs in an Urban Centre zone from two (2) to three (3), and to vary directional sign regulations to allow for lit directional signs.
  - ▶ The subject property is highway fronting commercial.
  - ▶ Not in close proximity to any properties that would be adversely impacted by an additional illuminated signs.



*Conclusion of Staff Remarks*