

REPORT TO COUNCIL TEXT AMENDMENT



Date: November 4, 2024
To: Council
From: City Manager
Address: 3441 – 3443 Benvoulin Rd
File No.: TA24-0013

	Existing	Proposed
OCP Future Land Use:	R-AGR – Rural – Agricultural and Resource	R-AGR – Rural – Agricultural and Resource
Zone:	A1 – Agriculture	A1 – Agriculture

1.0 Recommendation

THAT Sign Bylaw Text Amendment Application No. TA24-0013 to amend City of Kelowna Sign Bylaw No. 11530 as outlined in the Report from the Development Planning Department dated November 4, 2024 for Lot 1 District Lot 132 ODYD Plan KAP78305, located at 3441 – 3443 Benvoulin Rd, NOT be considered by Council.

2.0 Purpose

To review a Staff recommendation to NOT support a site-specific Sign Bylaw text amendment application to allow an electronic message centre sign in an agricultural zone and to increase the maximum allowable electronic message centre sign from 2.0 m² permitted to 3.27 m² proposed on a site-specific basis.

3.0 Development Planning

Staff do not support the proposed site-specific Text Amendment to allow for an electronic message centre sign in an agricultural zone and to increase to the maximum permitted electronic message centre sign from 2.0 m² to 3.27 m². The City of Kelowna Sign Bylaw, adopted in August 2018, restricts digital and animated signs to public and institutional zones, aiming to limit their use to purposes such as school or religious assemblies, rather than corporate branding or marketing. The regulation of digital signage, including size limitations, is intended to reduce visual impact and ensure better integration into neighbourhoods. Staff believe the electronic sign is unnecessary for the agricultural and retail operations, and a standard free-standing sign with a downward cast light is more appropriate for the neighbourhood.

The Development Permit Guidelines in the 2040 Official Community Plan (OCP) also aim to limit sign sizes and prohibit back-lit signage for retail businesses, which can overwhelm a site and surrounding area. The installed electronic message centre sign creates additional light pollution, which detracts from the rural context and character. The sign also creates traffic concerns as Benvoulin Rd is classified as a Major Arterial road and the animated message centre sign can increase driver distractions. The requested Text Amendment represents a deviation from both the Sign Bylaw and the intention of the OCP Development Permit Guidelines. If approved, a Sign Permit would be required to be submitted to ensure compliance with BC Building Code regulations.

4.0 Site Context & Background

Orientation	Zoning	Land Use
North	A1 – Agriculture	Agriculture
East	P3 – Parks and Open Space	Participant Recreation Services, Outdoor
South	A1 – Agriculture	Agriculture
West	A1 – Agriculture	Agriculture

Subject Property Map: 3441-3443 Benvoulin Rd



The subject property has the Future Land Use Designation of R-AGR – Rural – Agricultural and Resource, is zoned A1 – Agriculture and is in the Agricultural Land Reserve (ALR). The subject property is located on Benvoulin Rd, and the surrounding area is primarily agricultural land.

4.1 Background

On July 12, 2024, the City issued a letter to the owner of the property stating that the new electronic message centre sign was erected in violation of the regulations for agriculturally zoned properties, as outlined in Sign Bylaw No. 11530. The letter specified that the owner must either remove the sign or apply to the City of Kelowna to permit the sign.

A similar Development Variance Permit Application (DVP22-0050) was forwarded to Council in 2022 to vary the maximum permitted electronic message centre sign which was not supported by Staff and Council.

5.0 Current Development Policies

5.1 Kelowna Official Community Plan (OCP)

Chapter 18 – Form & Character Development Permit Guidelines	
Section 2.1.6.e. Retail, Commercial and Industrial Guidelines	<p>Allow for brand identification where there are multiple buildings and uses on site, but avoid corporate image, colour, and signage back-lit signs from dominating the site.</p> <p><i>The new electronic digital message centre sign is back-lit, which is discouraged for retail businesses.</i></p>

6.0 Application Chronology

Application Accepted: August 23rd, 2024
 Neighbourhood Notification Summary Received: N/A

7.0 Alternate Recommendation

THAT Sign Bylaw Text Amendment Application No. TA24-0013 to amend City of Kelowna Sign Bylaw No. 11530 as outlined in Schedule "A" attached to the Report from the Development Planning Department dated November 4, 2024 for Lot 1 District Lot 132 ODYD Plan KAP78305, located at 3441 – 3443 Benvoulin Rd, be considered by Council;

AND THAT the Sign Bylaw Text Amending Bylaw be forwarded to a Public Hearing for further consideration.

Report prepared by: Tyler Caswell, Planner II
Reviewed by: Dean Strachan, Development Planning Manager
Reviewed by: Nola Kilmartin, Development Planning Department Manager
Approved for Inclusion: Ryan Smith, Divisional Director, Planning, Climate Sustainability & Development Services

Attachments:

Schedule A: Proposed Text Amendment
 Attachment A: Site Plan and Elevation Drawings

For additional information, please visit our Current Developments online at www.kelowna.ca/currentdevelopments.