



City of  
**Kelowna**

TA24-0013

3441 - 3443 Benvoulin Rd

Text Amendment Application

# Purpose

- ▶ To review a Staff recommendation to NOT amend the Sign Bylaw to allow an electronic message centre sign in an agricultural zone and to increase the maximum allowable electronic message centre sign from 2.0 m<sup>2</sup> permitted to 3.27 m<sup>2</sup> proposed on a site-specific basis.

# Development Process



Aug 23, 2024

Development Application Submitted



Staff Review & Circulation



N/A

Neighbour Notification Received



Nov 4, 2024

Initial Consideration



Public Hearing



Final Reading



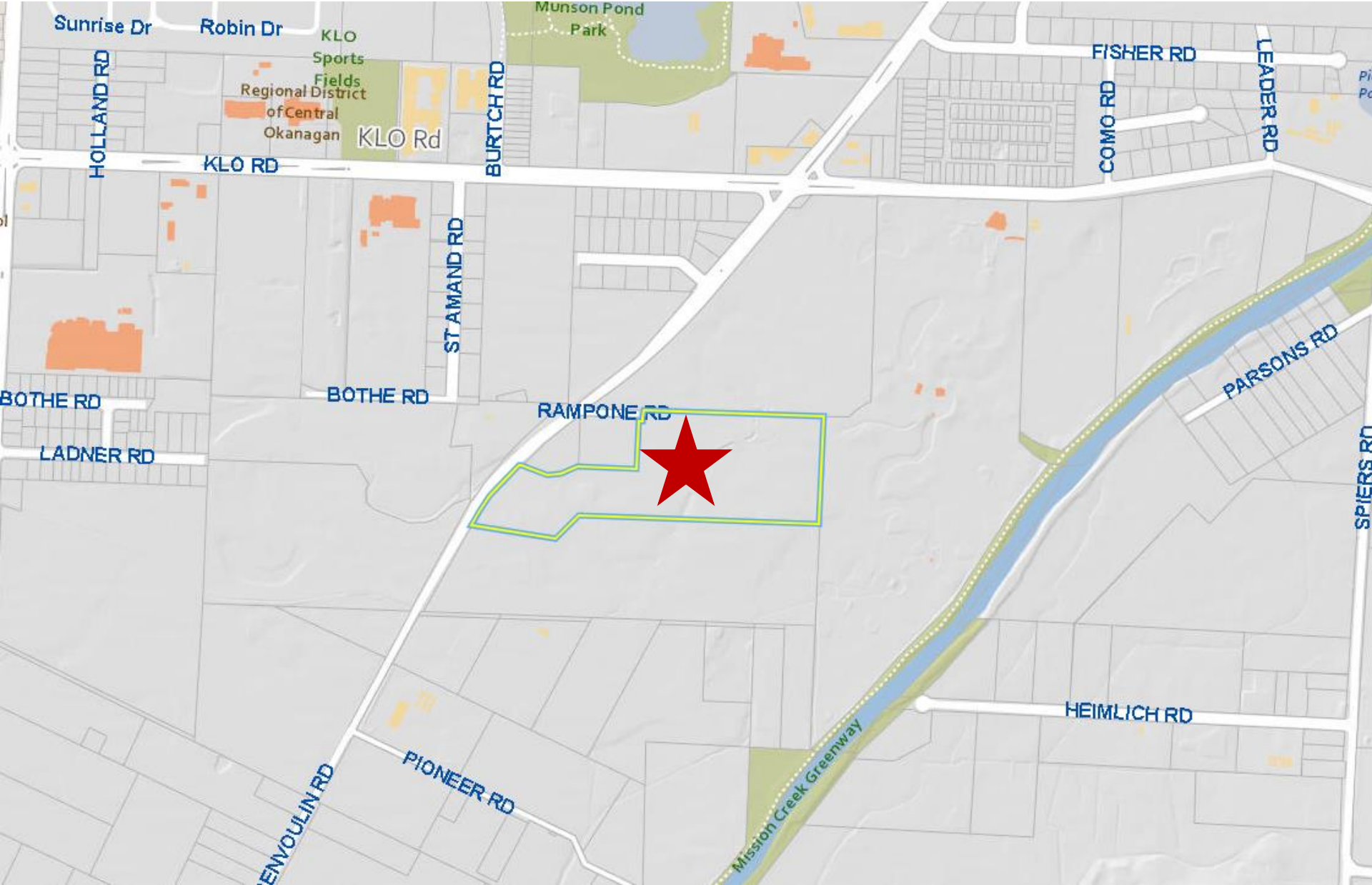
Building Permit



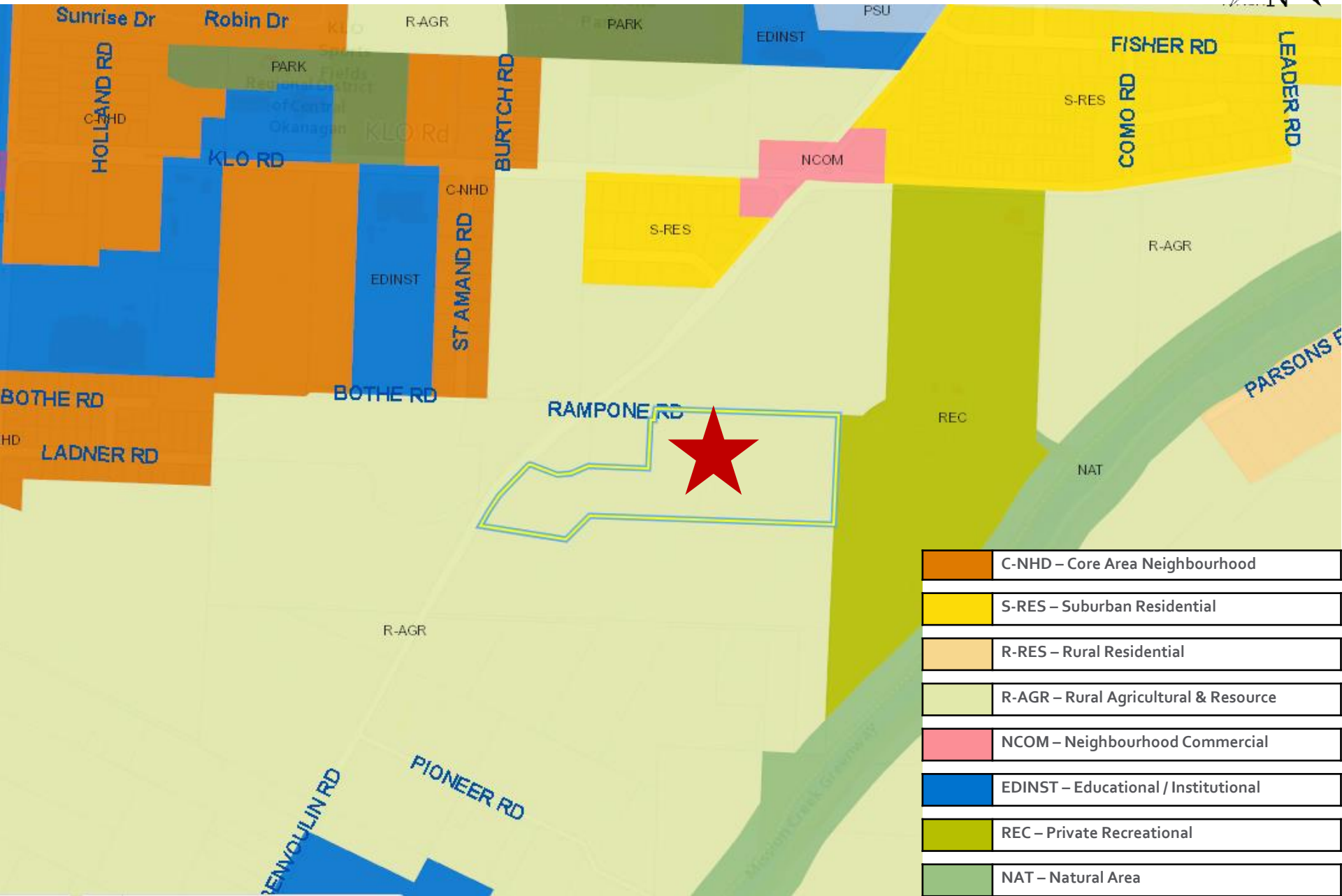
Council Approvals











# Context Map



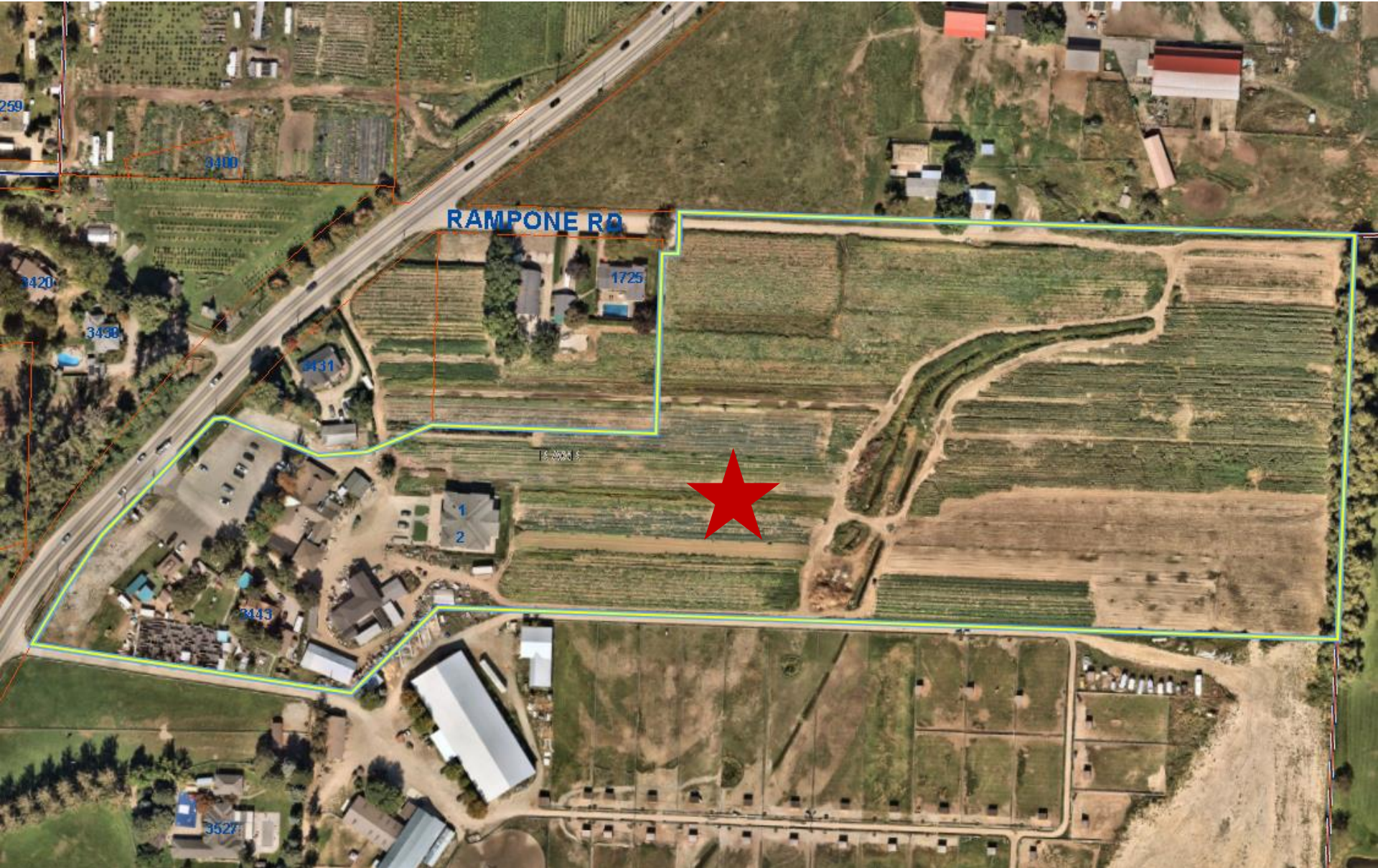
# OCP Future Land Use



	C-NHD – Core Area Neighbourhood
	S-RES – Suburban Residential
	R-RES – Rural Residential
	R-AGR – Rural Agricultural & Resource
	NCOM – Neighbourhood Commercial
	EDINST – Educational / Institutional
	REC – Private Recreational
	NAT – Natural Area



# Subject Property Map



# Background

- ▶ Subject property is operating as Don O Ray's Farms, which includes:
  - ▶ Fruit Stand
  - ▶ Hedge Maze
  - ▶ Picnic Area
  - ▶ Petting Zoo
- ▶ The business replaced their existing sign with an electronic message sign, which is not permitted in agricultural properties.
- ▶ City required them to apply for approvals or to remove the sign.

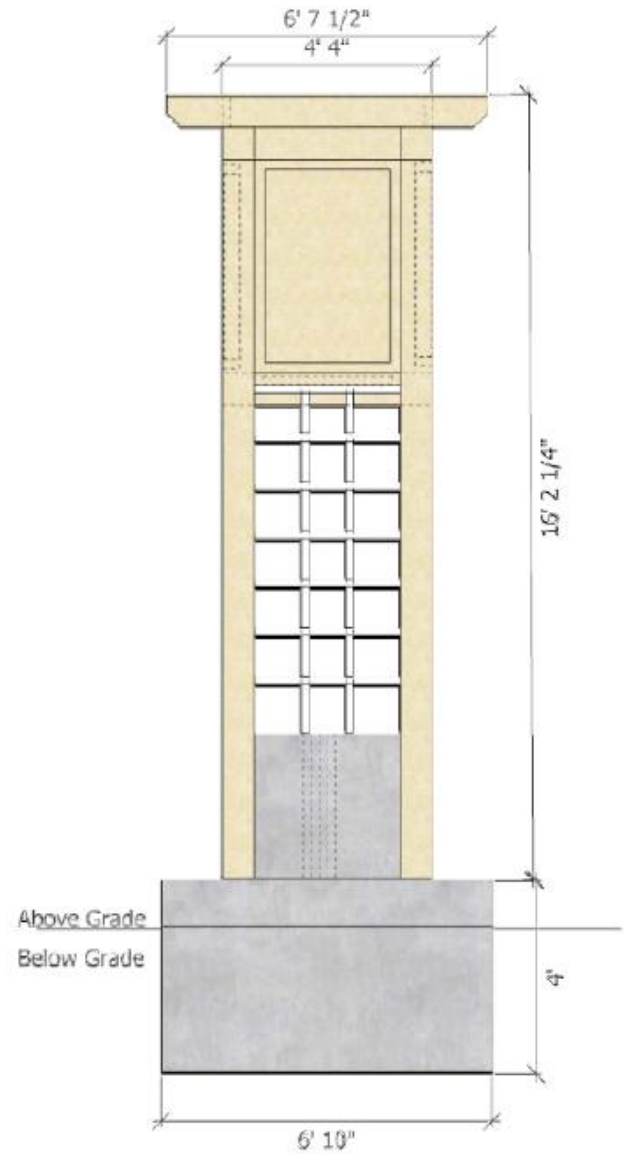
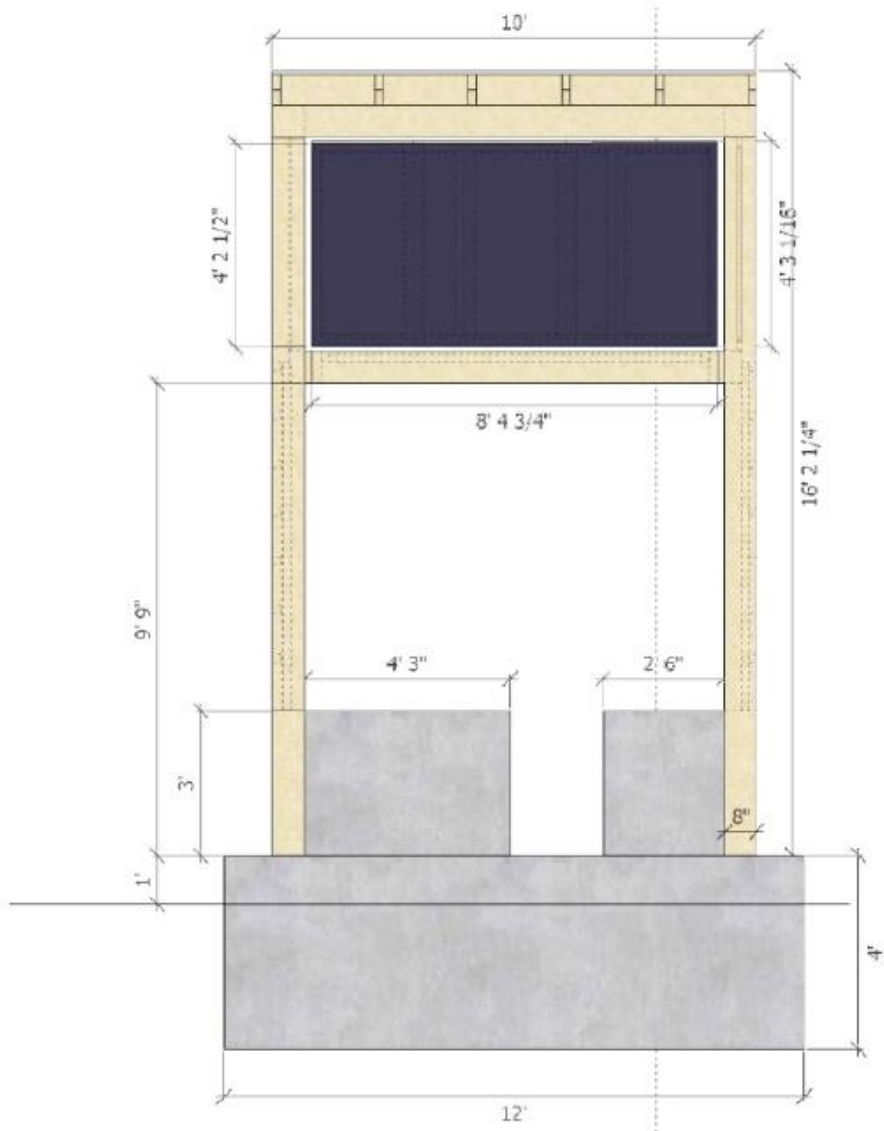


# Site Plan



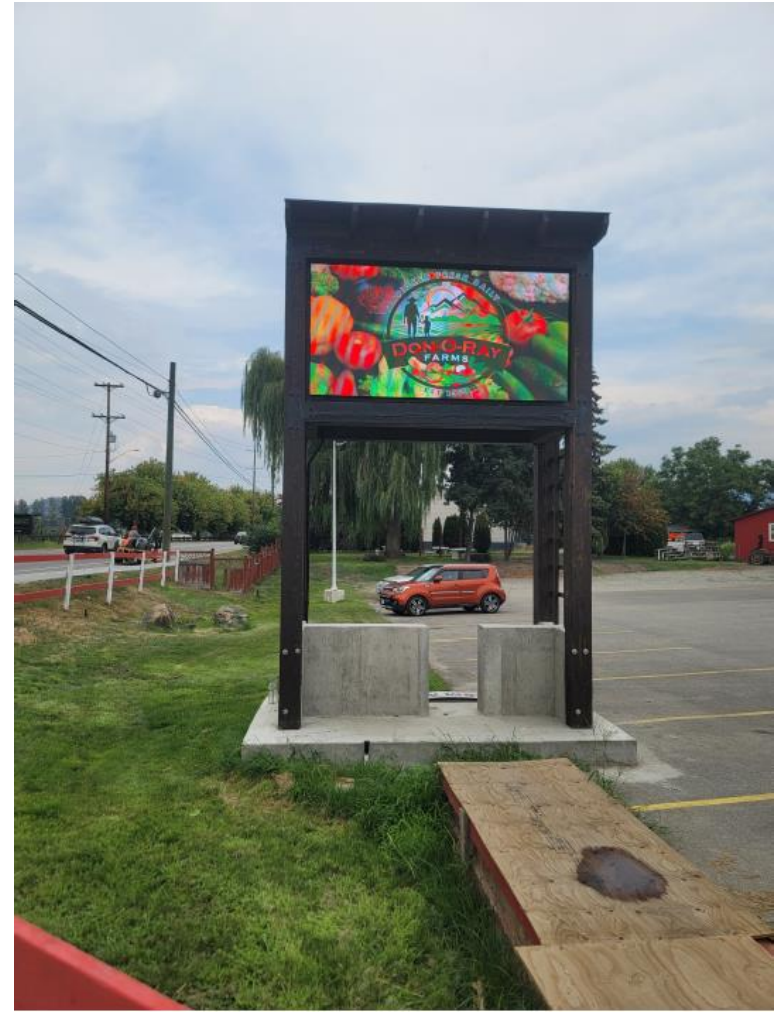


# Elevation Drawings

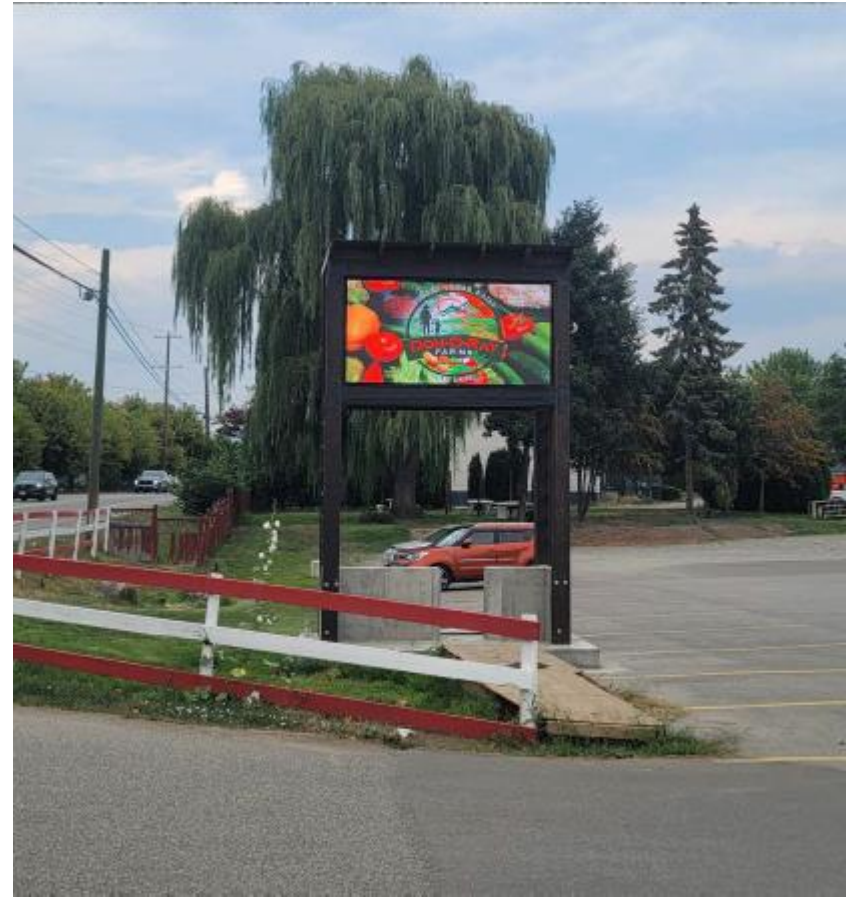


Above Grade  
Below Grade

# Before / After



# Before / After





# Policies

- ▶ OCP Chapter 18 – Form and Character Guidelines
  - ▶ Section 2.1.6e. Retail, Commercial and Industrial Guidelines:
    - ▶ 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.
  
- ▶ Sign Bylaw No. 11530
  - ▶ 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.

# Staff Recommendation

- ▶ Staff do **not** recommend support for the proposed Text Amendment Application.
  - ▶ The Sign Bylaw does not allow any electronic message centre signs in commercial, industrial or agricultural properties.
  - ▶ The electronic message centre sign is larger than what is permitted in the Sign Bylaw.
  - ▶ The OCP Development Permit Guidelines discourage back-lit signs as they can overwhelm site and neighbourhood.
- ▶ Staff believe the electronic message sign is unnecessary for the agricultural and retail operations.