

REPORT TO COUNCIL



Date: February 20, 2016

RIM No. 0940-00

To: City Manager

From: Community Planning Department (EW)

Application: DP16-0267 **Owner:** RG Arenas (Kelowna) Ltd.,
Inc.No. 512682

Address: 1223 Water St **Applicant:** ICR Projects Inc.

Subject: Development Permit Application

Existing OCP Designation: COMM - Commercial

Existing Zone: CD5lp - Multi-Purpose Facility (Liquor Primary)

1.0 Recommendation

THAT Council authorizes the issuance of Development Permit No. DP16-0267 for Air Space Parcel A District Lot 139 ODYD Air Space Plan KAP60701, located at 1223 Water St, Kelowna, BC subject to the following:

1. The dimensions and siting of the signs and the exterior design and finish of the signs to be constructed on the land be in accordance with Schedule "A";
2. The maximum transition time between each digital copy shall not exceed 0.25 seconds;
3. Copy shall not be shown on the digital display using full motion video or otherwise give the appearance of animation of movement, and the transition between each digital copy shall not be displayed using any visible effects, including but not limited to action, motion, fading in and out, dissolving, blinking, intermittent, or flashing light or the illusion of such effects;
4. Copy shall not be shown in a manner that requires the copy to be viewed or read over a series of sequential copy messages on a single digital display, or sequences on multiple digital displays;
5. No third party commercial advertising shall be permitted;
6. The signs must be equipped with an ambient light sensor;
7. The digital display shall not increase the light levels adjacent to the digital display by more than 3.0 LUX above the ambient light level;
8. While the signs are in operation, the light output for the digital shall be set in accordance with the following maximum luminance levels when measured from the sign face at its maximum brightness:

- a. From sunrise to sunset, 7500 Nits;
 - b. From sunset to sunrise, 300 Nits;
9. If any component on the signs fail or malfunction the signs shall be programmed to automatically turn off.

AND FURTHER THAT this Development Permit is valid for two (2) years from the date of Council approval, with no opportunity to extend.

2.0 Purpose

To consider a Staff recommendation to issue a Development Permit for the form and character of six digital fascia signs at Prospera Place.

3.0 Community Planning

Community Planning Staff supports the Development Permit application for six fascia signs at Prospera Place. The electronic screens are an upgrade to the character of the existing signs.

The proposed digital signs are located on the face of the building rather than a freestanding sign, which reduces the visual impact. They do not face onto a busy intersection and are setback from the street so there should be no safety issue with vehicular traffic. The property is also located in an entertainment/cultural district whereby the use of these types of signs are more appropriate compared to more traditional commercial service areas. Further, the signs support a regional entertainment venue and messaging will include local public service announcements and upcoming events.

Requirements for transition time between digital copy and appearance of animation have been included as conditions in the attached draft development permit.

4.0 Proposal

4.1 Project Description

The applicant proposes removing the existing fascia sign band and installing six digital signs. The six digital signs have a proposed total sign area of 25.80 m², which is a decrease in total sign area.



Figure 1. Existing fascia sign band.

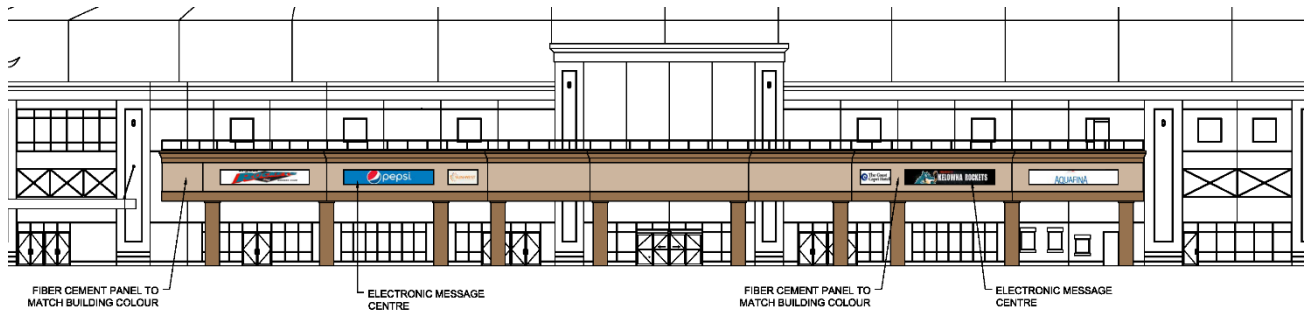


Figure 2. Six proposed electronic message signs.

The signs are considered Changeable Copy Sign - Electronic, as identified in Sign Bylaw No. 8235. These are permitted on fascia signs and must include public service information (time, date or temperature) for a portion of the message. Additional specific regulations are noted in Sections 5.5 and 5.10 of the Sign Bylaw. The applicant has indicated that the messaging will comply with the Sign Bylaw and will not include third party advertising; advertising will be limited to tenants within Prospera Place and public events.

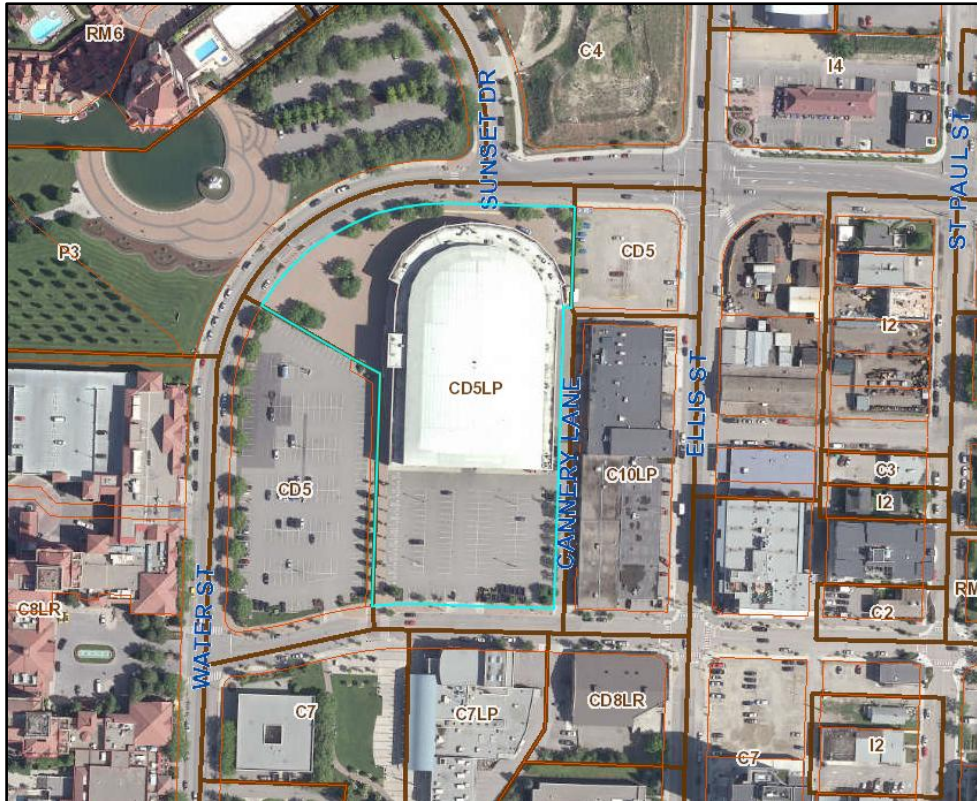
4.2 Site Context

The subject property is Prospera Place, located in the central city sector of and the urban centre area. The surrounding area is characterized by primarily commercial uses.

Specifically, adjacent land uses are as follows:

Orientation	Zoning	Land Use
North	C4 - Urban Centre Commercial P3 - Parks and Open Space	Vacant Land Park
East	CD5 - Multi-Purpose Facility C10lp - Service Commercial (Liquor Primary)	Parking Retail stores, brewery, food primary establishment, private club
South	C7lp - Central Business Commercial (Liquor Primary)	Community recreation services (Rotary Centre for the Arts)
West	CD5 - Transition Commercial	Parking

Subject Property Map: 1223 Water St



5.0 Current Development Policies

5.1 Kelowna Official Community Plan (OCP)

Revitalization Development Permit Area

Consideration has been given to the following guidelines as identified in Section 14.A. of the City of Kelowna Official Community Plan related to Comprehensive Development Permit Areas:

Revitalization Development Permit Area	Yes	No	N/A
Signs			
Is signage high quality, imaginative, and innovative?	✓		
Does signage consider the size of any individual sign as part of the overall scheme of building signage and appearance of the building's façade?	✓		
Box signs are strongly discouraged.			✓
Does signage incorporate concise messaging and simple graphics? Do corporate and store logos form part of an overall sign design and are suitably scaled to the façade composition?			✓
Does the signage consider those with visual impairment and use light letters on a dark background as opposed to dark lettering on a light background?			✓

Does signage minimize lighting and incorporate indirect front-lit signs?		✓	
Does signage balance illuminated signs with natural materials and appropriate framing?		✓	

6.0 Technical Comments

6.1 Building & Permitting Department

- Full Plan check for Building Code related issues will be done at time of Building Permit applications.

6.2 Development Engineering Department

- Application does not compromise any servicing requirements

6.3 Fire Department

- No concerns with signs.

7.0 Application Chronology

Date of Application Received: November 1, 2016

Report prepared by: Emily Williamson, Planner I

Reviewed by: Terry Barton, Urban Planning Manager

Approved for Inclusion: Ryan Smith, Community Planning Department Manager

Attachments:

Draft DP16-0267
Schedule A