

# REPORT TO COUNCIL



**Date:** August 15, 2017

**RIM No.** 0940-00

**To:** City Manager

**From:** Community Planning Department (TB)

**Application:** DVP17-0086

**Owner:** City of Kelowna  
Kelowna Sustainable  
Innovation Group Ltd

**Address:** 460 Doyle Ave

**Applicant:** Jeff Barron, Pride Signs

**Subject:** Development Variance Application

Existing OCP Designation: MXR – Mixed Use (Residential/Commercial)

Existing Zone: C7 – Central Business Commercial

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## 1.0 Recommendation

THAT Council authorizes the issuance of Development Variance Permit No. DVP17-0086 for Lot 1, District Lot 139, ODYD, Plan EPP44677 except air space plan EPP44678, located at 460 Doyle Ave, Kelowna, BC;

AND THAT variances to the following sections of Sign Bylaw No. 8235 be granted:

### Section 4.1.2: General Regulations

To vary the location of a canopy sign to be on a different floor of the building than the floor which the related business occupies;

### Section 5.3.1(c): Canopy Signs

To vary the maximum height of a canopy sign from 300mm required to 914mm proposed;

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

## 2.0 Purpose

To vary the location of a canopy sign, to allow the sign to be located on a different floor of the building than the floor which the related business occupies; and to vary the maximum height from 300mm required to 914mm proposed.

### **3.0 Community Planning**

Community Planning supports the requested variances to allow the proposed canopy sign to be located on a different floor than that which the related business occupies; and to vary the maximum height of the proposed sign from 300mm required to 914mm proposed. The business is located on the third floor and signage at that level would be inappropriate. So the location of the business sign is being proposed above the Okanagan Centre for Innovation's (OCI) first floor entrance on Doyle Ave facing Memorial Arena. Proposed changes in the sign bylaw that is currently under review would eliminate the need for these two variances as this location and size of sign would be permitted. Further, the OCI's main identification sign will be located in a more prominent location at the corner of the building and will be of greater size, making the proposed Bank of Development Canada sign secondary in nature.

### **4.0 Proposal**

#### **4.1 Background**

The subject property is the Okanagan Centre for Innovation that was recently constructed on a prominent corner of downtown Kelowna. One of the main tenants occupying the third floor is the Bank of Development Canada (BDC), a well-recognized financial company. A component of their lease with the Okanagan Centre for Innovation is to locate a sign near the main entrance of the building.

#### **4.2 Project Description**

The proposed signage is located off-centre at the main entrance of the building at 460 Doyle Avenue. It is designed to the corporate standard for the BDC with their updated font and logo. The sign is considered a canopy sign and is affixed above the canopy that provides weather protection at the entrance of the building. The sign bylaw restricts a sign of this type to be 300mm or approximately 11.8" maximum in height. Due to the height and massing of the building a larger sign is scaled more appropriately for the development. The sign will be LED illuminated with an acrylic face that features the company's initial's and logo. The sign faces the Memorial Arena and is not visible from any residential development. The proposed sign is 1.59m<sup>2</sup> which is under the maximum size allowed by the sign bylaw.

The sign bylaw is currently under review, and future potential changes to the size and location of canopy and fascia signs will eliminate the need for these two variances.

The OCI's representatives have submitted a comprehensive sign plan that shows locations for future proposed signage for tenants of the building. All future signage will be located above or below the canopies along the first floor. Only tenants on the first floor will be eligible for exterior signs, and there are 4 tenants on that floor. Staff are not anticipating any further variances for signs on this building. The OCI's identification sign will be located on the corner of the building and elevated compared to the BDC sign. It will be on a larger scale and therefore the BDC sign will be secondary in nature. Please see below for a conceptual rendering of the Okanagan Centre for Innovation sign.



#### 4.3 Site Context

The subject property is located on the corner of Doyle Avenue and Ellis Street across from the Memorial Arena and the residential complex known as “The Madison”.

Specifically, adjacent land uses are as follows:

Orientation	Zoning	Land Use
North	C7 – Central Business Commercial	Kelowna Public Library
East	C7 – Central Business Commercial	Mixed-use Residential/Commercial
South	P1 – Major Institutional	Memorial Arena
West	P1 – Major Institutional	RCMP Detachment (previous)

#### Subject Property Map: 460 Doyle Avenue



## **5.0 Current Development Policies**

### **5.1 Kelowna Official Community Plan (OCP)**

#### **Development Process**

**Civic Precinct Development Permit Area Guidelines.**<sup>1</sup> Incorporate concise messaging and simple graphics into signage. Corporate and store logos are appropriate only if they form part of an overall sign design, and are suitably scaled to the facade composition.

## **6.0 Application Chronology**

Date of Application Received: April 7, 2017

Date Public Consultation Completed: June 21, 2017

**Report prepared by:** Trisa Brandt, Planner

**Reviewed by:** Terry Barton, Urban Planning Manager

**Approved for Inclusion:** Ryan Smith, Community Planning Department Manager

#### **Attachments:**

Draft Development Variance DVP17-0086

Schedule "A": Location Plan

Schedule "B": Elevations and Construction Plan

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<sup>1</sup> City of Kelowna Official Community Plan, Chapter 14, C.1.2.5 Civic Precinct Design Guidelines