

February 16, 2023

Address & Legal Description:

2210 Main Street

Lot 1, District Lot 251, Similkameen Division Yale
District, Plan EPP84085

Subject & Proposal

Development Variance Permit PL2022-9408

The applicant is proposing to construct a freestanding digital sign at the corner of Dawson Ave and South Main St (Figure 1).

In order to accommodate the preferred design, the applicant is requesting to vary the following section of Sign Regulation Bylaw No. 2013-17:

- Section 8.3.1: to increase the maximum signage area from 15 m² to 28.76 m².

Information:

You can find the staff report to Council and Development Variance Permit PL2022-9408 on the City's website at www.penticton.ca/publicnotice or scan the QR code on the right.



Please contact the file manager Jordan Hallam at 250-490-2429 or jordan.hallam@penticton.ca with any questions.

Council Consideration:

Council will consider the Development Variance Permit at a Special Council Meeting scheduled for **4:00 pm, Tuesday, February 28, 2023** in Council Chambers at Penticton City Hall, 171 Main St.

All meetings will be live streamed via the City's website at: www.penticton.ca/city-hall/city-council/council-meetings. Select the 'Watch Live' button.

Property Location



Figure 1 – Sign Location Map

Public Comments:

Any person whose interest may be affected by the proposed Development Variance Permit, may submit a petition or written comments by mail or email no later than **9:30 am, February 28, 2023** to:

Attention: Corporate Officer, City of Penticton
171 Main Street, Penticton, B.C. V2A 5A9
Email: corpadmin@penticton.ca

Please ensure the following is included in your correspondence:

Subject: 2210 Main St. (DVP)

No letter, report or representation from the public will be received by Council after the conclusion of the February 28, 2023 Council meeting.

Please note that all correspondence submitted to the City of Penticton in response to this Notice must include your name and address and will form part of the public record and will be published in a meeting agenda when this matter is before the Council or a Committee of Council. The City considers the author's name and address relevant to Council's consideration of this matter and will disclose this personal information. The author's phone number and email address is not relevant and should not be included in the correspondence if the author does not wish this personal information disclosed.

Audrey Tanguay
Planning Manager

Date: February 28, 2023
To: Donny van Dyk, Chief Administrative Officer
From: Jordan Hallam, Planner I
Address: 2735 Skaha Lake Road & 2210 Main Street

File No: RMS/2210 Main St

Subject: Development Variance Permit PL2022-9406 (2735 Skaha Lake Rd)
 Development Variance Permit PL2022-9408 (2210 Main St)

Staff Recommendation

1.

THAT Council approve "Development Variance Permit PL2022-9406" for Lot 1 District Lot 116 Similkameen Division Yale District Plan EPP95550, located at 2735 Skaha Lake Road, a permit to vary Section 8.3.1 of the Sign Regulations Bylaw 2013-17 to increase the maximum freestanding signage area from 15 m² to 28.75 m²;

AND THAT Council direct staff to issue "Development Variance Permit PL2022-9406"

2.

THAT Council approve "Development Variance Permit PL2022-9408" for Lot C District Lot 251 Similkameen Division Yale District Plan KAP80315, located at 2210 Main Street, a permit to vary Section 8.3.1 of the Sign Regulations Bylaw 2013-17 to increase the maximum freestanding signage area from 15 m² to 28.75 m²;

AND THAT Council direct staff to issue "Development Variance Permit PL2022-9408".

Proposal

The applicant originally applied in July of 2022 for both of these variances. The original application included increasing the height of the sign from the maximum of 9.0 m to 12.2 m, and increasing the signage area from 15 m² to 42.59 m². Staff felt the original proposed sign height and size was too large in nature. After working with the applicant, they have revised their original application to meet the height

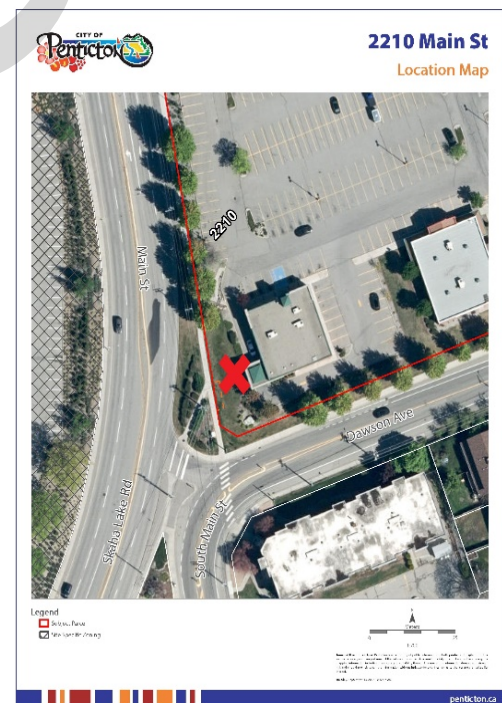


Figure 1 – Sign Location Map

requirement of the Sign Regulation Bylaw, and have decreased the size of the signs to 28.75 m² at each location.

2210 Main Street

The applicant is proposing to construct a freestanding digital sign at the corner of Dawson Ave and South Main St (Figure 1). In order to accommodate the preferred design, the applicant is requesting to vary the following section of Sign Regulation Bylaw No. 2013-17: Section 8.3.1: to increase the maximum signage area from 15 m² to 28.76 m².

2735 Skaha Lake Road

The applicant is also proposing to construct a digital freestanding sign at the corner of Skaha Lake Road and Green Ave W (Figure 2). Currently there is a static (non-digital) sign at the corner of Green Ave W and Skaha Lake Rd. The applicant is proposing to move the existing sign approximately 55 m to the north along Skaha Lake Road, and construct the new proposed digital sign where the existing one was. In order to accommodate the preferred design, the applicant is requesting to vary the following section of Sign Regulation Bylaw No. 2013-17: Section 8.3.1: to increase the maximum signage area from 15 m² to 28.76 m².

Background

Sign Regulation Bylaw No.2013-17 regulate the number, size, type, form, appearance and location of any signs within the City of Penticton. For a freestanding sign, the total area of one side of a freestanding sign shall not exceed 1.0% of the total area of the site upon which the sign is advertising, up to a maximum area of 15m² . Additionally, freestanding signs shall have a maximum height of 9.0m.

2210 Main Street

The subject property at 2210 Main St is home to Superstore, Winners, Staples, and other major retailers. The property is zoned C4 (General Commercial) and is designated 'Commercial' by the Official Community Plan (OCP). The subject property is a large commercial destination in the City.

As outlined in the Letter of Intent for 2210 Main St (Attachment 'A'), the applicant is looking to modernize their branding and signage. The freestanding sign subject to this application is located at the shopping centre's southwest corner near Dawson Ave and South Main St beside the TD Bank (Figure 1, Attachment 'E'). The applicant is proposing to construct a new freestanding digital sign with a sign area of 28.76 m².

2735 Skaha Lake Road

The subject property at 2735 Skaha Lake Rd is home to Subway, Great Clips, Bell, and Walmart is located directly across the parking lot. The property is zoned C4 (General Commercial) and is designated

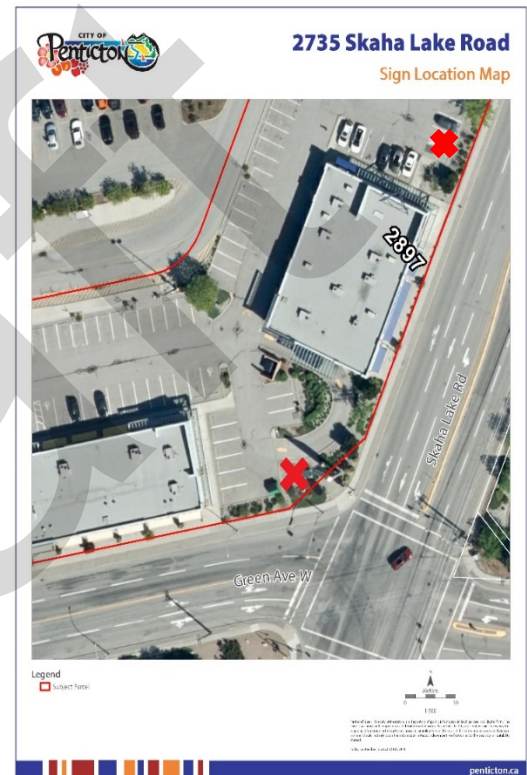


Figure 2 – Sign Location Map

'Commercial' by the Official Community Plan (OCP). This property is also a large commercial destination within the City of Penticton.

The Letter of Intent for 2735 Skaha Lake Rd (Attachment 'B') states the applicant is proposing to relocate the existing sign at the corner of Green Ave W and Skaha Lake Rd approximately 55 m to the north. The new freestanding sign is proposed to be located at the shopping centre's southeast corner (Attachment 'F'). The applicant is proposing to replace the sign with a freestanding digital sign that is approximately 12.2 m in height and with a sign area of 42.59 m².

Analysis

When considering a variance to a City bylaw, staff encourages Council to consider whether there is a hardship that makes following the bylaw difficult or impossible, whether approval of the variance would cause a negative impact on neighbouring properties, and if the variance request is reasonable. Often previous decisions on similar files are also taken into account in the analysis of a variance application.

Staff have reviewed the requested variances and are recommending support for the following reasons:

1. Neighbouring property has a similar sign and large signage is common along this stretch of Main Street and Skaha Lake Road

The neighbouring property, Cherry Lane Mall (2111 Main St), has a similar sized sign that was approved by City Council with a variance in April of 2020. The sign at Cherry Lane Mall was approved to be 24.1 m² in size, the applicants for this variance are requesting 28.76 m² for 2210 Main St. Council also supported a large sign through a variance permit for the Sunshine Shopping Centre close to the 2735 Skaha Lake Road location.

2. Commercial character of Main Street and Skaha Lake Road and size of properties.

The location of the subject properties are commercial in nature, and the new proposed signs are in keeping with the commercial character of the areas. Both subject properties are very large in area, and both have multiple businesses located on the properties. Having a larger sign than the Sign Regulation Bylaw allows lets the businesses to advertise and bring in customers to the area. The proposed signs will create a modern look for the subject properties, while also attracting customers to the area, as outlined in the Letters of Intent (Attachments 'A' and 'B'). The applicant has also stated that automatic dimming will be installed.

3. Similar sized signs have been approved in other communities

The applicant has provided examples of signs that has been approved and constructed in other municipalities (Attachment 'C'). The proposed signs on the subject properties will be very similar to those constructed in other communities. Similar sized signs have been constructed in the following communities throughout Canada: Stoney Creek, ON, Regina, SK, Chilliwack, BC, Lethbridge, AB, and Winnipeg, MB. Variances were required and approved for sign area in Chilliwack, BC and Winnipeg, MB.

Given the reasons above, staff support the application to allow the two proposed freestanding signs to be greater in height, and to increase the maximum signage area increased from what is permitted in the Sign Regulations Bylaw. Staff recommend that Council approve the development variance permits, and direct

staff to issue the permits. Should Council approve the development variance permit, the applicant will have to apply for a building permit for each sign prior to construction.

Alternate Recommendations

Council may feel that the size of the proposed freestanding signs is undesirable, and that the freestanding signs should comply with the Sign Regulations Bylaw provisions. In addition, across the street at both locations, the signs could have minor impact to residential development. If this is the case, Council should deny the Development Variance Permits. It is recommended that Council allow the applicant to speak on behalf of the proposed variance if Council is considering denying the application. Staff are recommending against this option, as the requested variances are considered reasonable in this instance.

1. THAT Council deny “Development Variance Permit PL2022-9406” and “Development Variance Permit PL2022-9408”.

Attachments

Attachment A – Letter of Intent (2210 Main St)

Attachment B – Letter of Intent (2735 Skaha Lake Rd)

Attachment C – Examples of Signs

Attachment D - Plans

Attachment E – Photos of 2210 Main St

Attachment F – Photos of 2735 Skaha Lake Rd

Attachment G – Draft Development Variance Permit PL2022-9406

Attachment H – Draft Development Variance Permit PL2022-9408

Respectfully submitted,

Jordan Hallam
Planner I

Concurrence

Director of Development Services	Chief Administrative Officer
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Attachment A – Letter of Intent (2210 Main St)



201 - 11120 HORSESHOE WAY • RICHMOND, BC • V7A 5H7
T 604 448 9112 • F 604 448 9114

July 08, 2022

City of Penticton
Planning Department
171 Main Street
Penticton, BC
V2A 5A9

Attn: Steven Collyet, Planner II

RE: Variance Application to vary the maximum sign height and sign area for a Freestanding Sign with Digital Display for the shopping centre located at 2210 Main Street

On behalf of Penticton Power Centre Properties LTD., please find enclosed the Variance Application to obtain amendments to the City of Penticton Sign Regulations Bylaw No. 2013-17 to vary the maximum sign area to permit a Freestanding Sign with Digital Display (animated sign) for the shopping centre located at 2210 Main Street.

More specifically, please find enclosed the following information:

- Variance Application Form
- Letter of Authorization
- Agency Agreement
- Site Plan
- Sign Specifications

The following table outlines the details of the proposed Freestanding Sign with Digital Display:

Property Name:	Penticton Power Centre
Owner:	Penticton Power Centre Properties LTD.
Property Addresses:	2210 Main Street
Zoning:	C-4 General Commercial
Digital Display Sign Permitted (Yes/No):	Yes
# of Existing Free-Standing Signs:	2 existing Free-Standing Static Signs (No digital static copy signs)
Proposed Variance:	Variance Application to vary the maximum sign area to permit an additional double-sided Freestanding Sign with Digital Display providing first- and third-party advertising.



Proposed Variance Cont'd:	SmartCentres is proposing the following variance to the City of Penticton Sign Regulations Bylaw No. 2013-17: <u>Sign Surface Area:</u> • Maximum Permitted Sign Area: 15 sm • Proposed Sign Surface Area: 28.7 sm per side, based on the following breakdown of the static and digital sign surface area ○ SmartCentres Logo (static sign): 1.1 sm per side ○ SmartCentres Box (static sign): 6.3 sm per side ○ Digital Display: 15 sm per side ○ Walmart or Leasing (static sign): 6.3 sm per side ○ Total Sign Surface Area: 28.7 sm per side
Operational Standards (Digital Display):	The following outlines the operational standards of the digital display component of the Freestanding Sign: • Display Graphics: The sign will not display graphics which imitate or resemble any traffic control devices • Copy Display: Static images • Dwell Time: Minimum 6 seconds • Transition Time: Maximum of 0.25 seconds or instantaneous • Luminance: 0.3 foot-candles above ambient light conditions • Dimming: Automatic Dimming
Landscaping:	For areas directly affected by the proposed installation of the Freestanding Sign with Digital Display, SmartCentres would ensure the pedestrian interface is well received by surrounding the sign with landscaping material, thus enhancing the public realm.

BACKGROUND AND INTENT:

Founded in 1989, SmartCentres Real Estate Investment Trust is one of Canada's largest fully integrated REITs, with a best-in-class portfolio featuring 167 strategically located properties in communities across the country, including two locations in the City of Penticton.

SmartCentres Penticton Power Centre is a shopping centre located at 2210 Main Street in the City of Penticton and consist of over 216,000 sf of GFA, anchored by Real Canada Superstore, Winners, Staples and Petsmart. The shopping centre is designated within the City of Penticton Zoning Bylaw as C4 General Commercial, which zoning permits Freestanding Sign with Digital Display.

SmartCentres is submitting a Variance Application to vary the maximum sign area to permit an additional double-sided Freestanding Sign with Digital Display. The application is intended to seek a variance to the sign surface area (28.7 sm) permitted under the City of Penticton Sign Regulations Bylaw No. 2013-17 (see above table for details). The proposed Freestanding Sign is supported by the following:

- The C-4 General Commercial zoning designation for the property permits Freestanding Sign with Digital Display. The sign will also meet all the setback requirements and the operational standards that ensure safety, such as: dwell time, transition time, controlled brightness level and automatic dimming
- The sign will not create any substantial adverse effects on any adjoining properties as the sign is proposed to be located on Main street (commercial corridor) where there are currently other freestanding signs of similar and / or larger scale
- The sign requires a minimum modification to the zoning bylaw and the proposed sign is smaller in scale and height than an existing approved Freestanding Sign with Digital Display located directly across the street
- The variance proposed under this application is for overall sign area. The sign proposed would have insignificant distraction and impact to the road users considering it's being proposed on a main street with great visibility, double lanes and with mostly established businesses and commercial buildings

SmartCentres has been evolving to meet the ever-changing needs of Canadians by modernizing our shopping centres. As part of this initiative, SmartCentres is proposing a new Freestanding Digital Sign at each of our Penticton locations including Penticton Power Centre that would have the latest in digital technology. SmartCentres' Freestanding Digital Signs feature a modern, contemporary design that is consistent with our branding, and fully automated, next generation digital display technology. The proposed Freestanding Digital Sign is in line with the evolving needs and expectations of our digitally connected tenants and customers. The sign is intended to be larger and brighter, but consistent with our existing traditional freestanding static signs, which enables more creative and flexible real-time messaging options, to more effectively connect and engage with the public. This includes the ability to highlight current tenant promotions, change ads throughout the day, and promote and support businesses that are located in the shopping centre. These benefits are further strengthened by the current challenging economic environment specifically as it relates to bricks and mortar retail.

SmartCentres firmly believes in being an integral member of the community and the proposed Freestanding Sign with Digital Display would allow SmartCentres to further this purpose by designing and installing a digital sign that incorporate SmartCentres branding and that caters to businesses that are located in the City of Penticton, promoting local businesses through first- and third-party advertising while providing opportunity for community messaging such as services, local events, and amber alerts.

We look forward to a positive response to the Variance Application to vary the maximum sign area to permit an additional double-sided Freestanding Sign with Digital Display for the Penticton Power Centre. Should you require any additional information pertaining to this Variance Application, please do not hesitate to contact me.

Regards,

Cristiana Valero
Development Manager – Western Canada

Attachment B – Letter of Intent (2735 Skaha Lake Rd)



201 – 1120 HORSESHOE WAY • RICHMOND, BC • V7A 5H7
T 604 448 9112 • F 604 448 9114

July 08, 2022

City of Penticton
Planning Department
171 Main Street
Penticton, BC
V2A 5A9

Attn: Steven Collyet, Planner II

RE: Variance Application to vary the maximum sign height and sign area for a Freestanding Sign with Digital Display for the shopping centre located at 2701-2897 Skaha Lake Road

On behalf of Calloway REIT (Penticton) Inc., please find enclosed the Variance Application to obtain amendments to the City of Penticton Sign Regulations Bylaw No. 2013-17 to vary the maximum sign height and total sign area to permit a Freestanding Sign with Digital Display (animated sign) for the shopping centre located at 2701 – 2897 Skaha Lake Road.

More specifically, please find enclosed the following information:

- Variance Application Form
- Letter of Authorization
- Agency Agreement
- Site Plan
- Sign Specifications

The following table outlines the details of the proposed Freestanding Sign with Digital Display:

Property Name:	Penticton Peachtree
Owner:	Calloway REIT (Penticton) Inc.
Property Addresses:	2701-2897 Skaha Lake Road
Zoning:	C-4 General Commercial
Digital Display Sign Permitted (Yes/No):	Yes
# of Existing Free-Standing Signs:	3 existing Free-Standing Static Signs (Non digital static copy signs)
Proposed Variances:	Variance Application to vary the maximum sign height and sign area to permit an additional double-sided Freestanding Sign with Digital Display providing first- and third-party advertising.



Proposed Variances Cont'd:	SmartCentres is proposing the following variances to the City of Penticton Sign Regulations Bylaw No. 2013-17: Maximum Sign Height: - Maximum Sign Height Permitted: 9.0 m - Proposed Sign Height: 12.1 m Sign Surface Area: - Maximum Sign Area: 15 sm - Proposed Sign Surface Area: 42.5 sm) per side, based on the following breakdown of the static and digital sign surface area - SmartCentres Logo (static sign): 2.2 sm per side - SmartCentres Box (static sign): 9.6 sm per side - Digital Display: 21.2 sm per side - Walmart or Leasing (static sign): 9.60 sm per side Total Sign Surface Area: 42.6 sm per side
Operational Standards (Digital Display):	The following outlines the operational standards of the digital display component of the Freestanding Sign: Display Graphics: The sign will not display graphics which imitate or resemble any traffic control devices Copy Display: Static images Dwell Time: Minimum 6 seconds Transition Time: Maximum of 0.25 seconds or instantaneous Luminance: 0.3 foot-candles above ambient light conditions Dimming: Automatic Dimming
Existing Sign Relocation and Landscaping:	To accommodate the proposed Freestanding Sign with Digital Display SmartCentres would relocate the existing Static Pylon Sign No.1 approximately 55 meters east on Skaha Lake Road. For areas directly affected by the proposed installation and / or relocation of signs, SmartCentres would ensure the pedestrian interface is well received by surrounding each signs with landscaping material, thus enhancing the public realm.

BACKGROUND AND INTENT:

Founded in 1989, SmartCentres Real Estate Investment Trust is one of Canada's largest fully integrated REITs, with a best-in-class portfolio featuring 167 strategically located properties in communities across the country, including two locations in the City of Penticton.

SmartCentres Penticton Peachtree is a shopping centre located at Green Avenue West and Skaha Lake Road in the City of Penticton and consist of over 390,000 sf of GFA (including Walmart). The shopping centre is designated within the City of Penticton Zoning Bylaw as C4 General Commercial, which zoning permits Freestanding Sign with Digital Display.

SmartCentres is submitting a Variance Application to vary the maximum sign height and sign area to permit an additional double-sided Freestanding Sign with Digital Display. The application is intended to seek a variance to the sign height (12.1 m) and sign surface area (42.5 sm) permitted under the City of Penticton Sign Regulations Bylaw No. 2013-17 (see above table for details). The proposed Freestanding Sign is supported by the following:

- The C-4 General Commercial zoning designation for the property permits Freestanding Sign with Digital Display. The sign will also meet all the setback requirements and the operational standards that ensure safety, such as: dwell time, transition time, controlled brightness level and automatic dimming
- The sign will not create any substantial adverse effects on any adjoining properties as the sign is proposed to be located where a freestanding sign is current existing and the existing sign to be relocated east on Skaha Lake Road
- The sign requires a minimum modification to the zoning bylaw and the proposed variances are consistent with existing approved signs located at other shopping centres in the City of Penticton
- The variances proposed under this application are for overall height and sign area. The sign proposed would have insignificant distraction and impact to the road users considering it's being proposed on a main street with great visibility, double lanes and with mostly established businesses and commercial buildings

SmartCentres has been evolving to meet the ever-changing needs of Canadians by modernizing our shopping centres. As part of this initiative, SmartCentres is proposing a new Freestanding Digital Sign at each of our Penticton locations including Penticton Peachtree that would have the latest in digital technology. SmartCentres' Freestanding Digital Signs feature a modern, contemporary design that is consistent with our branding, and fully automated, next generation digital display technology. The proposed Freestanding Digital Sign is in line with the evolving needs and expectations of our digitally connected tenants and customers. The sign is intended to be larger and brighter, but consistent with our existing traditional freestanding static signs, which enables more creative and flexible real-time messaging options, to more effectively connect and engage with the public. This includes the ability to highlight current tenant promotions, change ads throughout the day, and promote and support businesses that are located in the shopping centre. These benefits are further strengthened by the current challenging economic environment specifically as it relates to bricks and mortar retail.

SmartCentres firmly believes in being an integral member of the community and the proposed Freestanding Sign with Digital Display would allow SmartCentres to further this purpose by designing and installing a digital sign that incorporate SmartCentres branding and that caters to businesses that are located in the City of Penticton, promoting local businesses through first- and third-party advertising while providing opportunity for community messaging such as services, local events, and amber alerts.

We look forward to a positive response to the Variance Application to vary the maximum sign height and sign area to permit an additional double-sided Freestanding Sign with Digital Display for the Penticton Peachtree shopping centre. Should you require any additional information pertaining to the Commercial Variance Application, please do not hesitate to contact me.

Regards,



Cristiana Valero
Development Manager – Western Canada

Draft

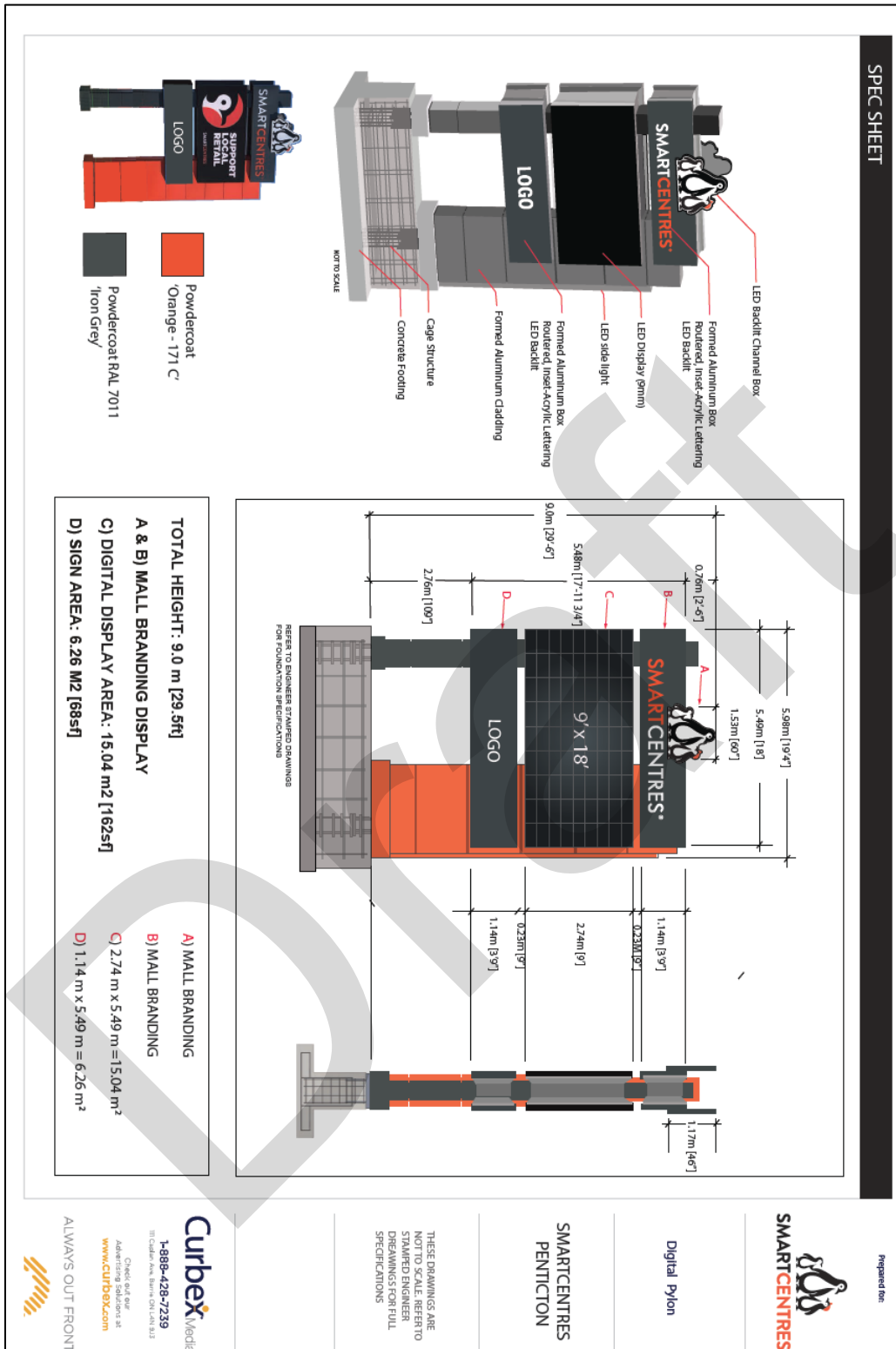
Attachment C – Examples of Signs



Stoney Creek, ON



Regina, SK



Attachment E – Photos of 2210 Main St



Attachment F – Photos of 2735 Skaha Lake Rd



Development Variance Permit

Permit Number: DVP PL2022-9406

Owner Name

Owner Address

Conditions of Permit

1. This permit is issued subject to compliance with all of the bylaws of the City, except as specifically varied or supplemented by this Permit.
2. This permit applies to:
 - Legal: Lot 1 District Lot 116 Similkameen Division Yale District Plan EPP95550
 - Civic: 2735 Skaha Lake Road
 - PID: 030-911-362
3. This permit has been issued in accordance with Section 498 of the *Local Government Act*, to vary the following sections of Sign Regulations Bylaw 2013-17 to allow for the construction of a freestanding sign, as shown in the plans attached in Schedule 'A':
 - a. Section 8.3.1: to increase the maximum signage area from 15 m² to 28.75 m².

General Conditions

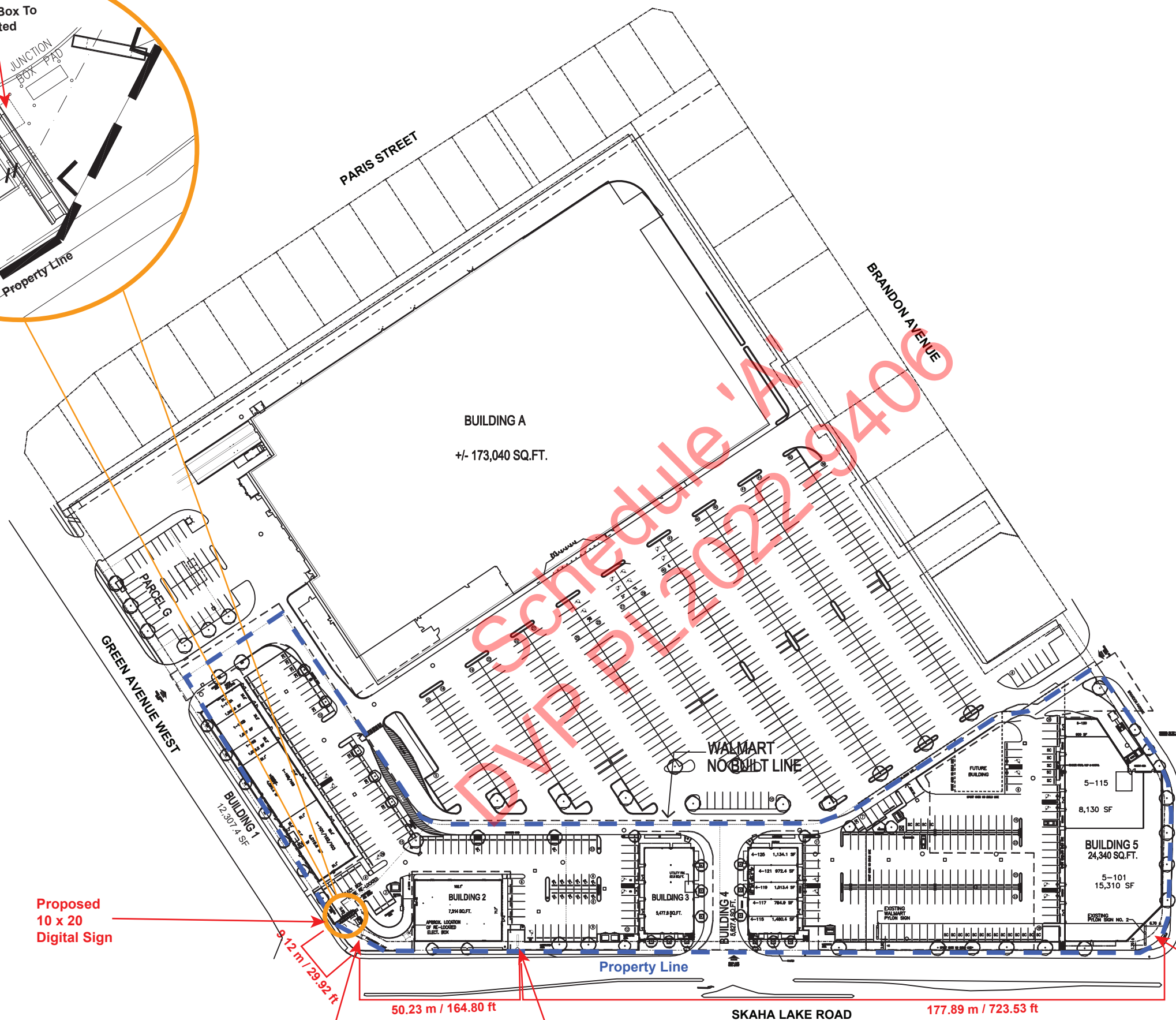
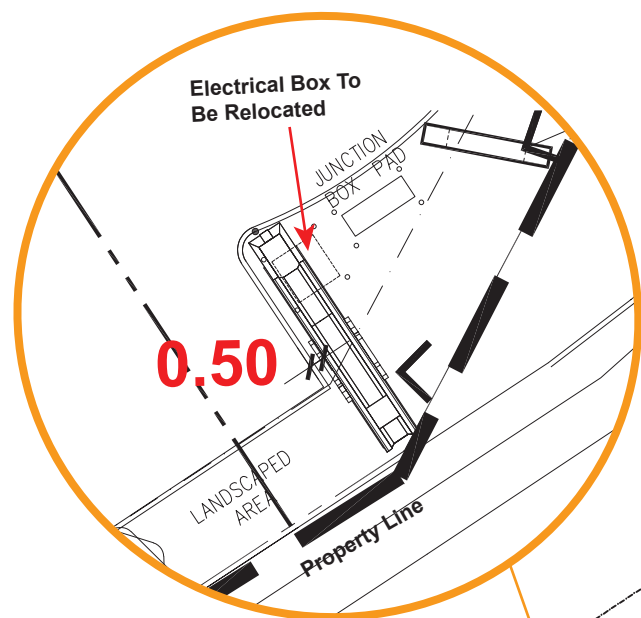
4. In accordance with Section 501 of the *Local Government Act*, the lands subject to this permit shall be developed in general accordance with this permit and the plans attached as Schedule 'A'.
5. In accordance with Section 504 of the *Local Government Act*, if the holder of this permit does not commence the development authorized by this permit within 2 years of the date of this permit, this permit shall lapse.
6. **This permit is not a building permit. In order to proceed with this development, the holder of this permit must hold a valid building permit issued by the Building Inspection Department.**
7. This permit does not constitute any other municipal, provincial or federal approval. The holder of this permit is responsible to obtain any additional municipal, federal, or provincial approvals prior to commencing the development authorized by this permit.
8. This permit does not include off-site infrastructure costs that may be required at the building permit stage, such as Development Cost Charges (DCC's), road improvements and electrical servicing. There may be substantial infrastructure and servicing costs payable at a later date. For more information on servicing and infrastructure requirements please contact the Development Engineering Department at (250) 490-2501. For more information on electrical servicing costs, please contact the Electric Utility at (250) 490-2535.

Authorized by City Council, the 28th day of February, 2023.

Issued this ____ day of March, 2023.

Angela Collison
Corporate Officer

Draft



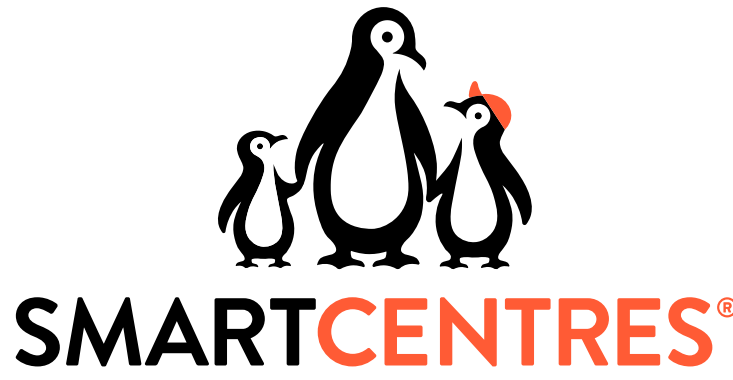
LAND DESCRIPTION
LOT 1 DISTRICT LOT 116
SIMILKAMEEN DIVISION YALE
DISTRICT PLAN EPP95550

PROJECT
COMMERCIAL VARIANCE
APPLICATION TO VARY THE
MAXIMUM SIGN HEIGHT AND
SIGN SURFACE AREA TO PERMIT
A FREESTANDING DIGITAL SIGN

MUNICIPAL ADDRESS
2701-2897 SKAHA LAKE RD

APPLICANT
CALLOWAY REIT (PENTICTON) INC.
CRISTIANA VALERO,
DEVELOPMENT MANAGER
#201-11120 HORSESHOE WAY
RICHMOND, BC
778-233-3992

SMARTCENTRES
REAL ESTATE INVESTMENT TRUST
Page 3 of 4



Digital Pylon

SMARTCENTRES
PENTICTON

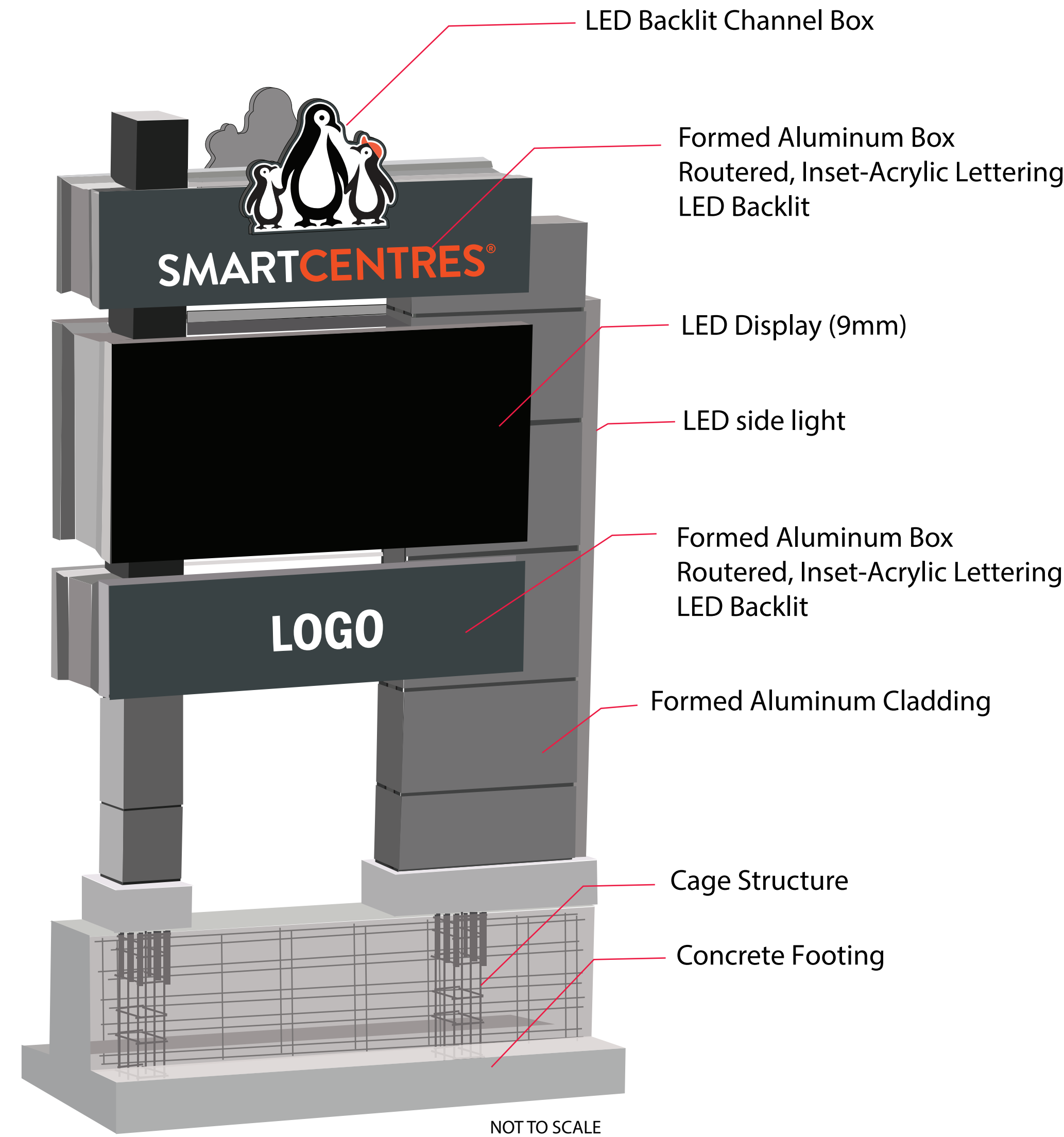
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DRAWINGS FOR FULL
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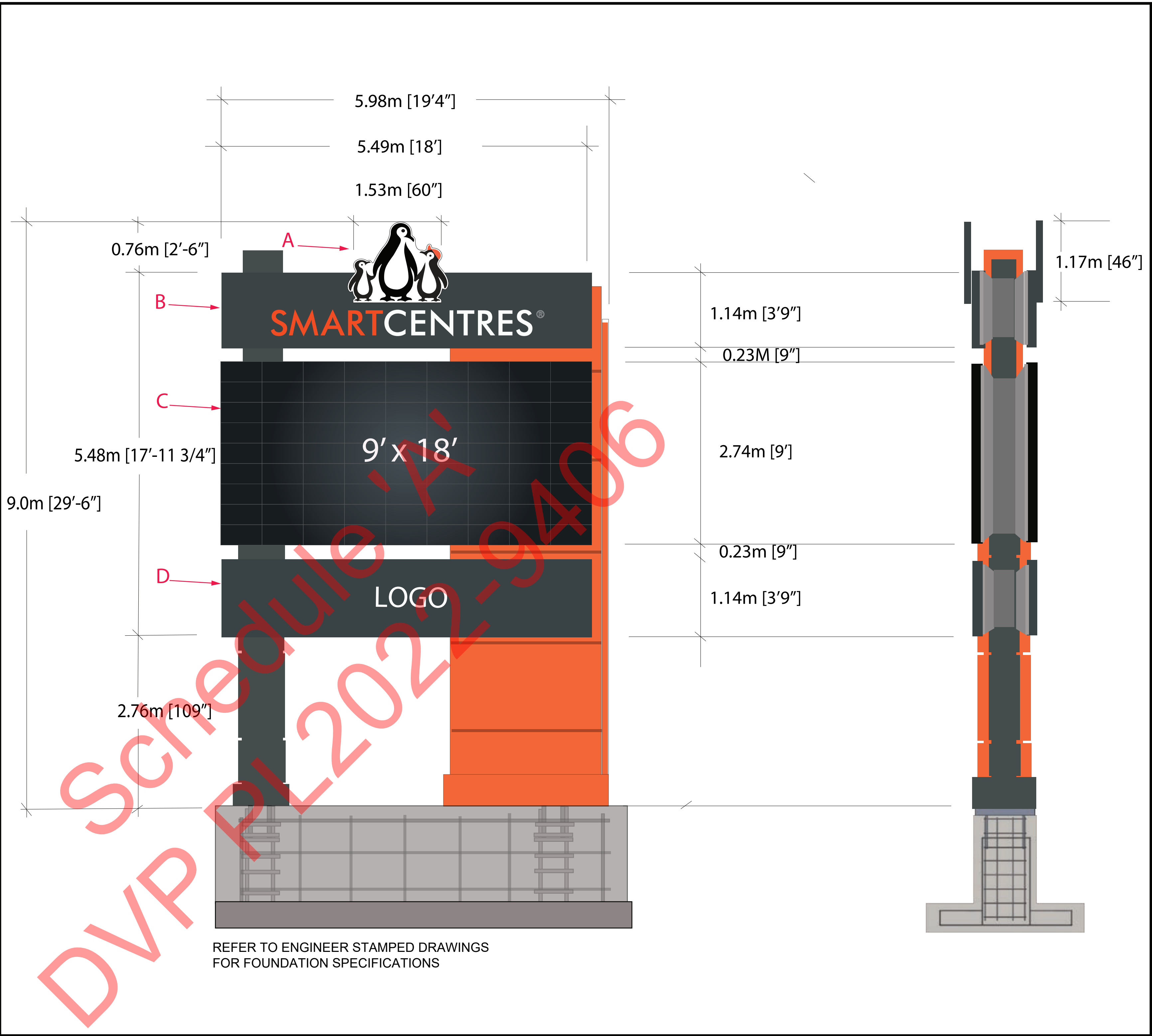
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TOTAL HEIGHT: 9.0 m [29.5ft]

A & B) MALL BRANDING DISPLAY

C) DIGITAL DISPLAY AREA: 15.04 m2 [162sf]

D) SIGN AREA: 6.26 M2 [68sf]

A) MALL BRANDING

B) MALL BRANDING

C) 2.74 m x 5.49 m = 15.04 m²

D) 1.14 m x 5.49 m = 6.26 m²



Development Variance Permit

Permit Number: DVP PL2022-9408

Owner Name

Owner Address

Conditions of Permit

1. This permit is issued subject to compliance with all of the bylaws of the City, except as specifically varied or supplemented by this Permit.
2. This permit applies to:
 - Legal: Lot C District Lot 251 Similkameen Division Yale District Plan KAP80315
 - Civic: 2210 Main Street
 - PID: 026-579-855
3. This permit has been issued in accordance with Section 498 of the *Local Government Act*, to vary the following sections of Sign Regulations Bylaw 2013-17 to allow for the construction of a freestanding sign, as shown in the plans attached in Schedule 'A':
 - a. Section 8.3.1: to increase the maximum signage area from 15 m² to 28.75 m².

General Conditions

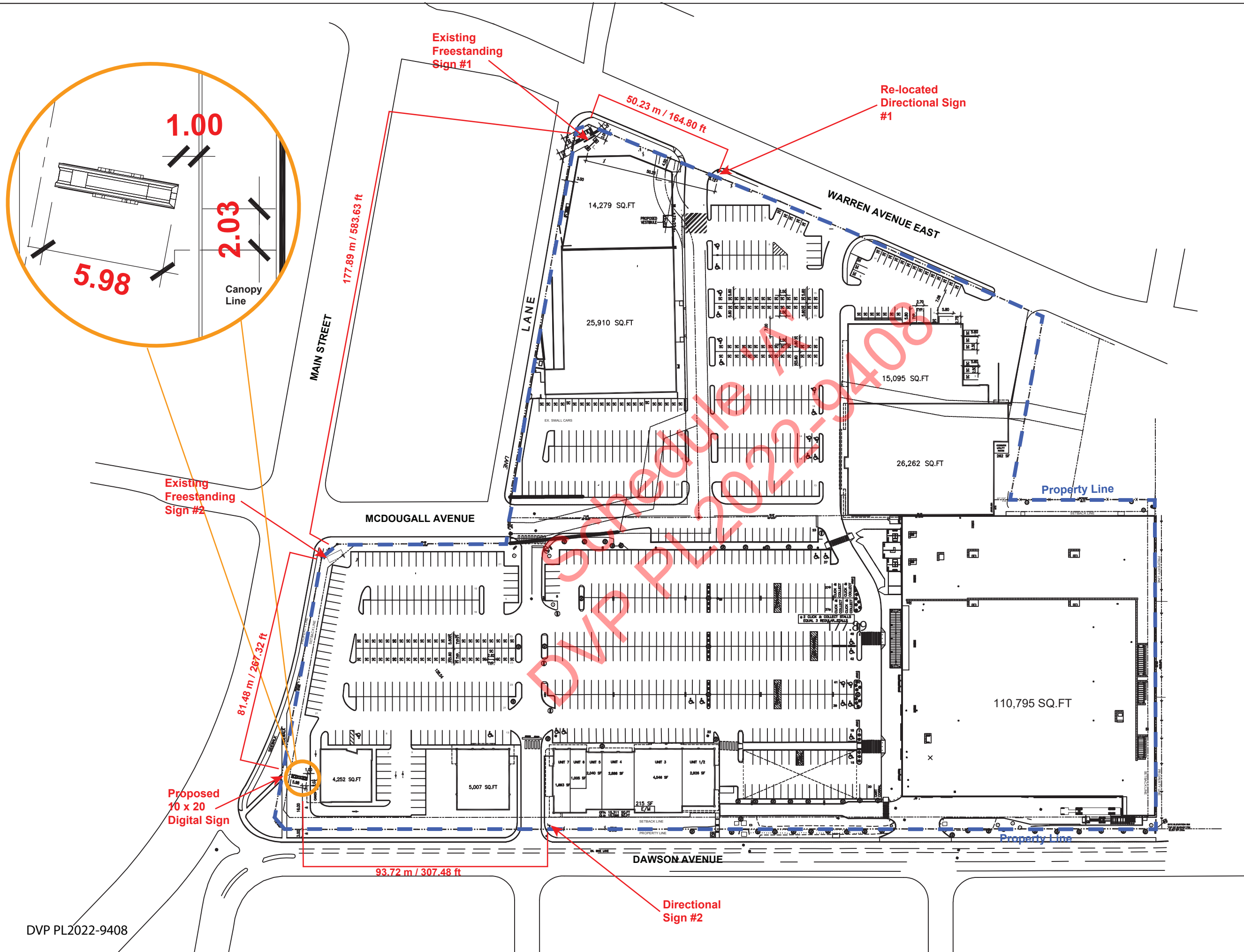
4. In accordance with Section 501 of the *Local Government Act*, the lands subject to this permit shall be developed in general accordance with this permit and the plans attached as Schedule 'A'.
5. In accordance with Section 504 of the *Local Government Act*, if the holder of this permit does not commence the development authorized by this permit within 2 years of the date of this permit, this permit shall lapse.
6. **This permit is not a building permit. In order to proceed with this development, the holder of this permit must hold a valid building permit issued by the Building Inspection Department.**
7. This permit does not constitute any other municipal, provincial or federal approval. The holder of this permit is responsible to obtain any additional municipal, federal, or provincial approvals prior to commencing the development authorized by this permit.
8. This permit does not include off-site infrastructure costs that may be required at the building permit stage, such as Development Cost Charges (DCC's), road improvements and electrical servicing. There may be substantial infrastructure and servicing costs payable at a later date. For more information on servicing and infrastructure requirements please contact the Development Engineering Department at (250) 490-2501. For more information on electrical servicing costs, please contact the Electric Utility at (250) 490-2535.

Authorized by City Council, the 28th day of February, 2023.

Issued this ____ day of March, 2023.

Angela Collison
Corporate Officer

Draft



LAND DESCRIPTION

LOT C DISTRICT LOT 251
SIMILKAMEEN DIVISION YALE
DISTRICT PLAN KAP80315

PROJECT

COMMERCIAL VARIANCE
APPLICATION TO VARY THE
MAXIMUM SIGN SURFACE AREA
TO PERMIT A FREESTANDING
DIGITAL SIGN

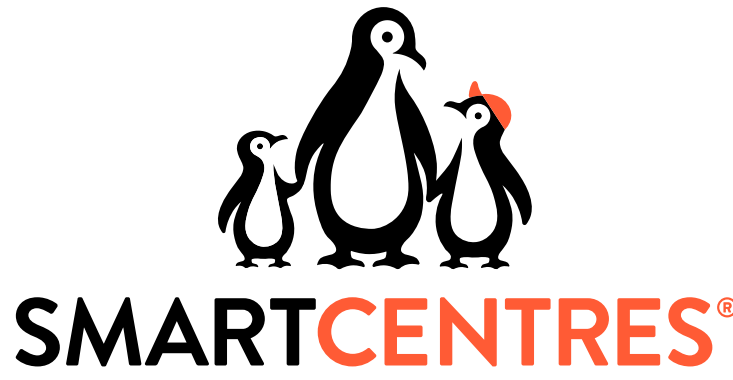
MUNICIPAL ADDRESS

2210 MAIN STREET

APPLICANT

PENTICTON POWER CENTRE
PROPERTIES LTD.
CRISTIANA VALERO,
DEVELOPMENT MANAGER
#201-11120 HORSESHOE WAY
RICHMOND, BC
778-233-3992

10 5 0 10 20 30 50 METRES



Digital Pylon

SMARTCENTRES
PENTICTON

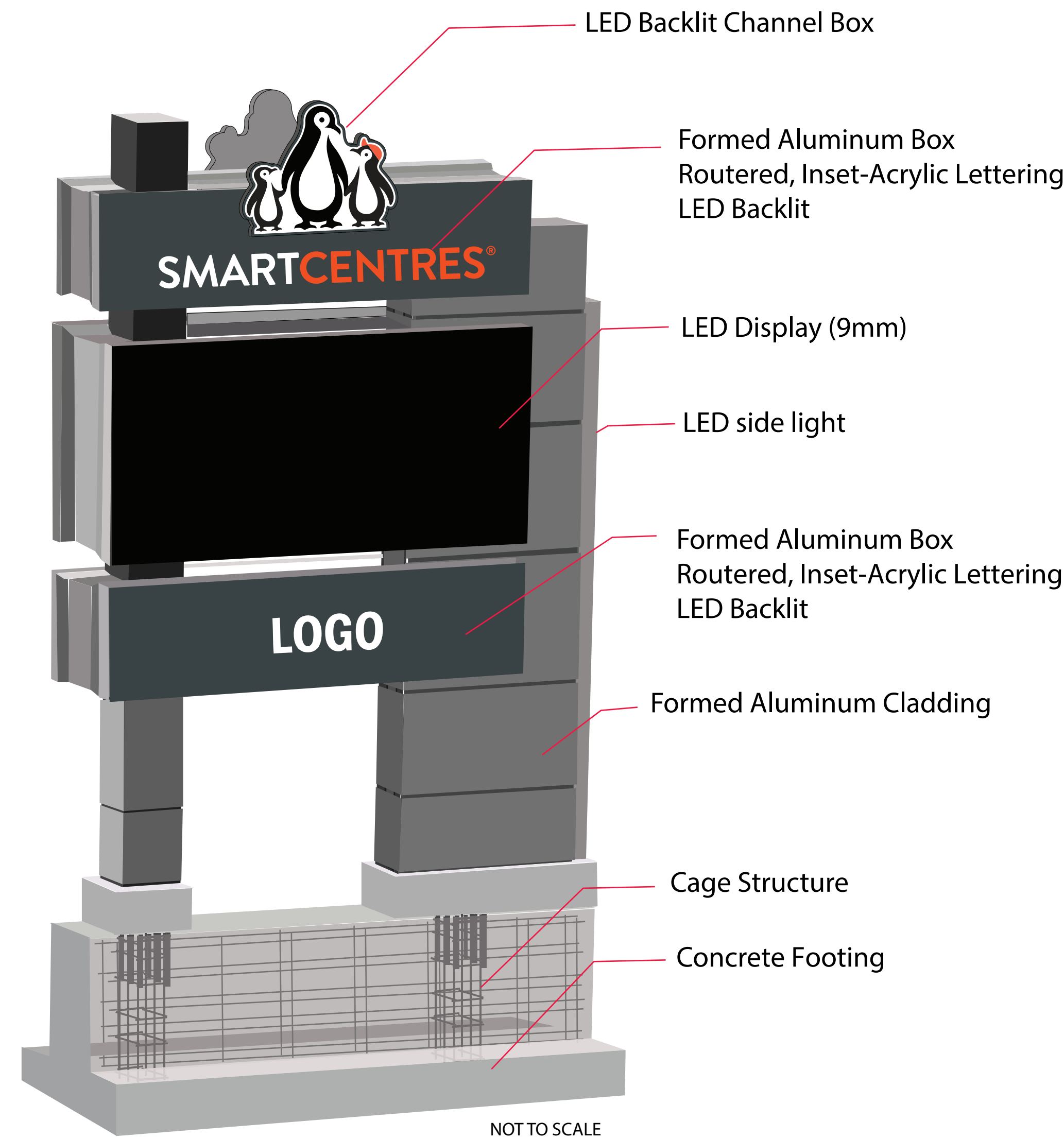
THESE DRAWINGS ARE
NOT TO SCALE. REFER TO
STAMPED ENGINEER
DRAWINGS FOR FULL
SPECIFICATIONS

CurbexMedia

1-888-428-7239
111 Caplan Ave, Barrie ON L4N 9J3

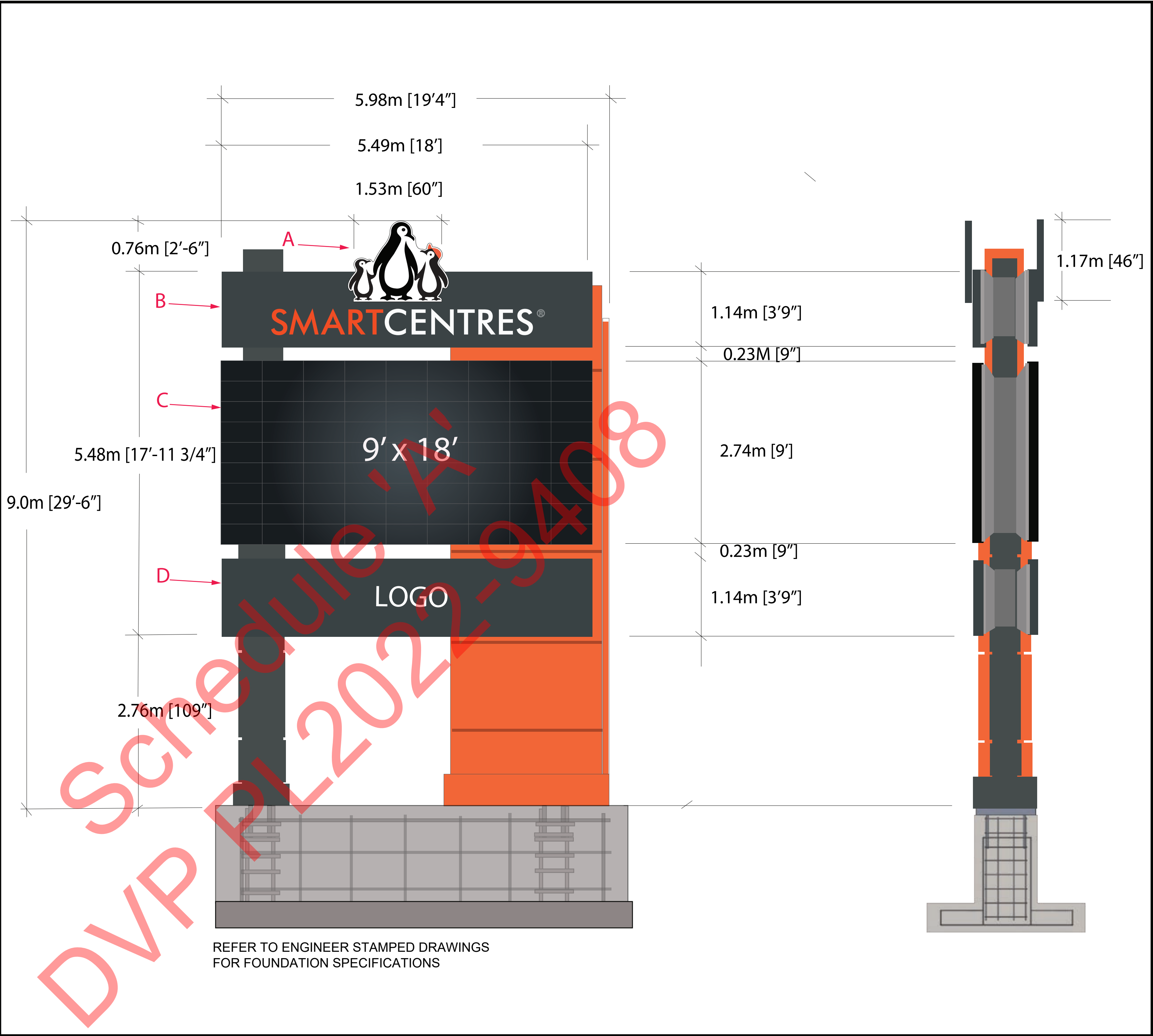
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 Powdercoat RAL 7011
'Iron Grey'



TOTAL HEIGHT: 9.0 m [29.5ft]

A & B) MALL BRANDING DISPLAY

C) DIGITAL DISPLAY AREA: 15.04 m2 [162sf]

D) SIGN AREA: 6.26 M2 [68sf]

A) MALL BRANDING

B) MALL BRANDING

C) 2.74 m x 5.49 m = 15.04 m²

D) 1.14 m x 5.49 m = 6.26 m²