

ADMINISTRATIVE REPORT



TO: Board of Directors
FROM: B. Newell, Chief Administrative Officer
DATE: October 7, 2021
RE: Development Variance Permit Application — Electoral Area “D” (D2021.040-DVP)

Administrative Recommendation:

THAT Development Variance Permit No. D2021.040-DVP to allow for oversized commercial signage on the property at 3500 Highway 97 be approved.

Legal: Lot 1, Plan KAP1340, Section 16 & 21, Township 85, SDYD Folio: D-08023.000

Zone: part Agriculture One (AG1) and part Commercial Campground (CT2)

Variance Request: To increase the maximum sign size from 3.0 square metres to 4.5 square metres

Proposed Development:

To vary the maximum sign size that applies to the subject property in order to undertake a new sign advertising the winery on site. Specifically, it is being proposed to increase the maximum sign size from 3.0 m² to 4.5 m².

In support of this request, the applicant has stated that “we are looking to get an exemption to replace our old small sign with larger roadside sign, which will be easier for our customers to see.”

Site Context:

The subject property is approximately 4.4 ha in area and is situated on the west side of Highway 97 and bordering Vaseux Lake. The property is currently developed to include a single-detached dwelling converted into the wine shop, a vineyard, and an accessory building.

The surrounding pattern of development is characterised by agricultural land with single-detached dwellings and accessory buildings to the north and south, vacant parks and recreation and conservation area areas to the east, and Vaseux Lake to the west.

Background:

The current boundaries of the subject property were created by a Plan of Subdivision deposited with the Land Titles Office in Kamloops on June 2, 2014, while available Regional District records indicate that a building permits for renovations to the single family dwelling (2017) and to convert the dwelling into the wine shop (2019) have been issued for this property.

Under the Electoral Area “D” Official Community Plan (OCP) Bylaw No. 2603, 2013, the subject property is currently designated part Agriculture (AG) and part Commercial Tourism (CT), and is the subject of Watercourse Development Permit (WDP) and Environmentally Sensitive Development Permit (ESDP) Area designations. The proposed works are not in the ESDP and WDP areas and do not alter the footprint of the existing sign.

Under the Electoral Area “D” Zoning Bylaw No. 2455, 2008, the property is currently zoned part Agriculture (AG1) and part Campground Commercial (CT2) which allows for one sign advertising the sale of agricultural products produced on the property.

Under Section 8.0 (Floodplain Regulations) of the Zoning Bylaw, the subject property is within the floodplain associated with Vaseux Lake, which does not impact the area of the property where the sign will be placed.

The property is within the Agricultural Land Reserve (ALR) and has been classified as part “Residential” (Class 01), part “Light Industry” (Class 05), and part “Business and Other” (Class 06) by BC Assessment.

Public Process:

Adjacent property owners will have received notification of this application with written comments regarding the proposal being accepted, in accordance with Section 2.10 of Schedule ‘4’ of the Regional District’s Development Procedures Bylaw No. 2500, 2011, until 4:30 p.m. on September 29, 2021. All comments received are included as a separate item on the Board’s Agenda.

Analysis:

The OCP encourages sustainable economic diversification through the “growth of agricultural industries [and] value-added processing of local agricultural products”. The Zoning Bylaw permits signs for advertising the sale of agricultural products produced on a property to support the economic development encouraged in the OCP.

The proposed sign is within the height allowed in the Zoning Bylaw and is only larger in total area. The winery is located around a bend on Highway 97 and easy to miss for potential visitors. The larger sign will, as the applicant suggests, make it “easier for our customers to see”.

Further, the signage section of the proposed new Okanagan Valley Zoning Bylaw No. 2800 would allow signs advertising agricultural products up to 5.0 m², which is larger than the request.

The subject property is along a major highway. The proposed sign location is within the subject parcel and setback by 1.0 m as required in the Zoning Bylaw. However, the Ministry of Transportation MoTI and Infrastructure discourages billboards that could be distracting to drivers. MoTI does not have a definition for the size of sign that is considered a billboard.

Alternatives:


1. That the Board deny Development Variance Permit No. D2021.040-DVP.
2. That the Board defer consideration of the application and it be referred to the Electoral Area “D” Advisory Planning Commission.

Respectfully submitted

D. DeVries

Danielle DeVries, Planner 1

Endorsed by:



C. Garrish, Planning Manager

Attachments:

No. 1 – Site Photo (Google Streetview)

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