



# North Entry Monument and Signature Sign Projects



Report to Council  
June 17, 2024

# Previous Council Direction

## Former City Sign

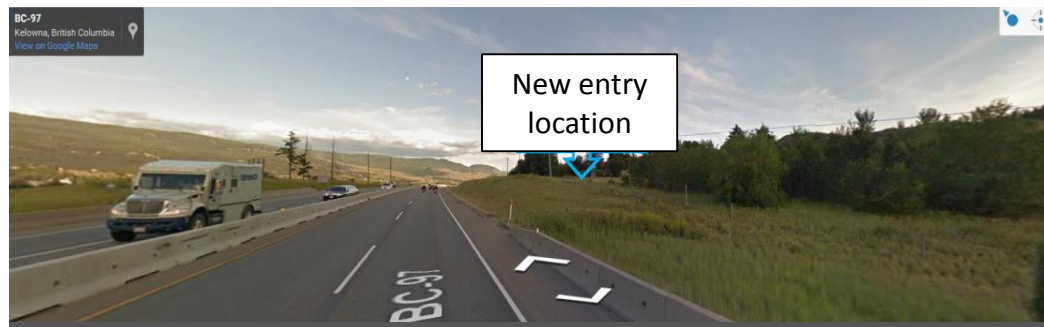
- Removed to accommodate improvements for a larger intersection.

## New Entry Site

- New site secured along Highway 97 between Ellison lake and Old Vernon Road (BC Ministry Transportation and Infrastructure).

## 2020 Entry Design

- 2020 design concept produced on the *Imagine Kelowna* principles but not supported by Council.





# Discussion:

## Placemaking

creating memorable public places that transform our city into socially significant public spaces by strengthening people's connections and experiences within them.

- improving urban vitality and promoting people's health, happiness, and well-being.

## What Makes a Great Place?



# Discussion:

## City Sign

bears a city's name, municipal colors, and other recognizable corporate branding/ graphics.

## Entry Monument

civic monument that is mainly figurative in nature but also has a city sign component in it, as well as other outcomes:

- syilx/Okanagan territory welcome,
- promotion of local tourism,
- economic development/ global linkages advancement,
- respectful of environmental quality,
- outstanding aesthetic expression.



## Discussion:

### Signature Sign

project was created to cultivate a cultural identity that reflects our city's values and special sense-of-place.

higher-profile, civic monument that is creative and engaging, yet able to differentiate itself from other mainstream works.

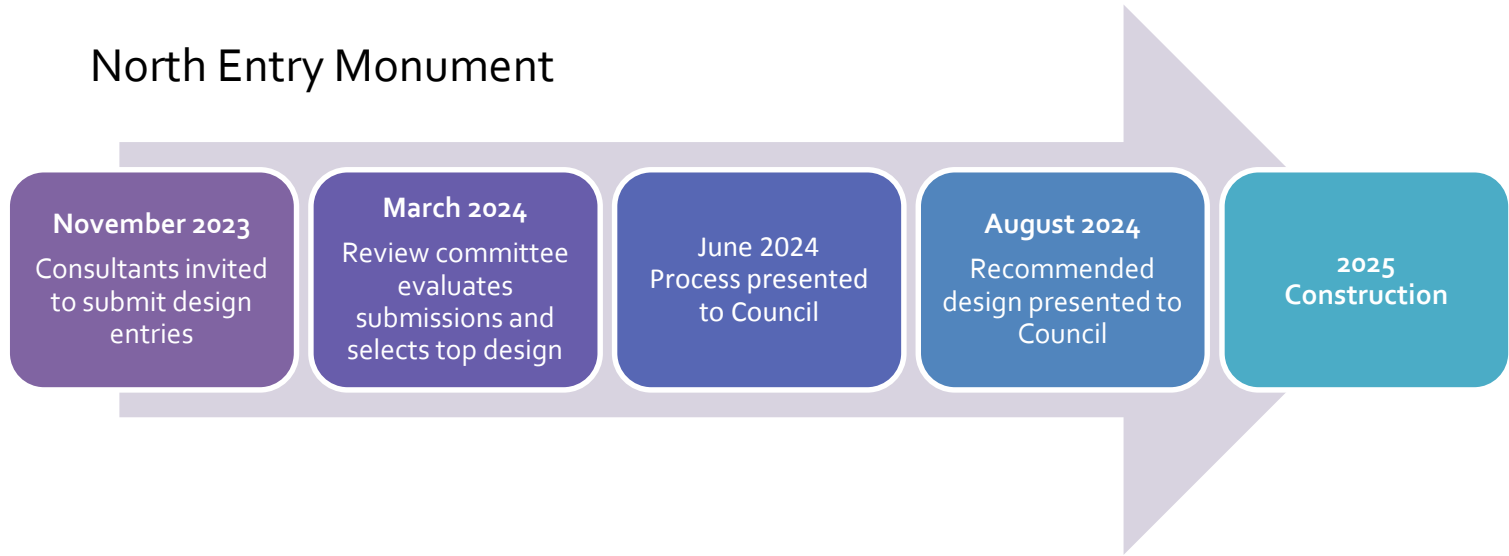
Signature signs are purposely located in heavily frequented pedestrian environments

- entry monuments placed along major roadways.



# Project Timelines:

## North Entry Monument



## Signature Sign



# Questions?

For more information, visit [kelowna.ca](http://kelowna.ca).

