

# Report to Council



**Date:** September 9, 2024  
**To:** Council  
**From:** City Manager  
**Subject:** North Entry Monument – Recommended Concept  
**Department:** Parks and Buildings Planning

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**Recommendation:**

THAT Council receives for information the report from Parks & Buildings Planning Department, dated September 9, 2024 regarding the north entry monument project;

AND THAT Council endorses the recommended vision and concept from the Parks and Buildings Department, dated September 9, 2024.

**Purpose:**

To approve the recommended north entry monument concept and advance to detail design and implementation.

**Previous Council Direction:**

The City of Kelowna’s former city sign was removed to accommodate improvements for a larger intersection. An agreement was secured with BC Ministry of Transportation and Infrastructure for another site located further north along Highway 97 between Ellison Lake and Old Vernon Road. The new site was situated at the start of the 2040 *Official Community Plan’s (OCP)* Gateway District as the symbolic northern entry into the City of Kelowna.

City staff have previously presented the North Entry Monument project procurement and conceptual design process at its pre-design milestone as an occasion for Council check-in.

**Discussion:**

North Entry Monument video presentation: <https://youtu.be/xHqCRWCj8yQ>

An *entry monument* is a freestanding architectural structure, including a city sign component, intended to welcome travelers into a community and characteristically sited along principal travel routes. For the City of Kelowna, the north entry is a figurative civic monument intended to serve as a key landmark to

identify one's sense of arrival into our city. Entry monuments provide numerous social benefits that extend beyond their historical and cultural significance, such as: community identity; social cohesion; public reflection and dialogue; educational opportunities; civic engagement; inclusivity and representation; inspiration and replication; plus, legacy and continuity.

The public benefits which entry monuments offer, fall under the process of 'placemaking' which aims to create memorable civic spaces that are more than just utilitarian, but rather are socially significant solutions to improve urban vitality by connecting people to special places, inspire social interaction through inclusion, as well as, promote conversation and cultural exchange.

Through a design competition, a shortlist of the three-top scoring submissions was first selected by an assembled jury of private and public design professionals during January and February of 2024. Through a series of design critiques and group discussions, ultimately one entry monument submission was recommended and received ninety percent consensus from jury members through secreted vote. The recommended concept submission was prepared by CTQ Consultants Ltd. in partnership with two local artists, Crystal Przybille and Sheldon Pierre Louis.

#### Vision for the Monument:

The abstract form of the entry monument is inspired by the overarching vision of "weaving together". The monument is comprised of multiple layers of individual elements, or 'bands,' which intertwine to form a whole. As with the construction of a basket, when elements are woven together, something strong, purposeful, and united is formed. This is also true of a 'community' where different cultures, neighbourhoods, beliefs, and landscapes are interconnected.

The collaboration between Indigenous and non-Indigenous project team members in the creation of the monument's vision is an outstanding example of an endeavor made stronger, and more meaningful, through the weaving together of different cultural perspectives. Immediate parallels were made by the design team to the meaning of *Syilx* (see-ee-ul-ks), the nsyilxcen word for local Indigenous peoples. Whereby, 'weaving' or 'intertwining' commands us all to come together to shape what our community means to us (refer to [Syilx Okanagan Nation – Okanagan Nation Alliance](#)).

Five themes helped shape the monument's vision and are intended as an interwoven depiction of Kelowna's pre- and post-contact history, plus all future inspirations for the city. Those themes consist of:

1. **LAND** is the basis for all flora and fauna in our local environments.
2. **WATER** surface water has shaped our many creeks and string of beautiful lakes.
3. **HERITAGE** First Nations peoples as the original stewards of our local environments.
4. **COMMUNITY** celebrates our city's pioneers, industries and divergent cultures that shaped present-day Kelowna.
5. **KELOWNA** embodies all our collective hopes and aspirations for future generations.

#### Conceptual Design of the Monument:

The constructed form of the fabricated entry monument will be aspirational in its design, rising upward, as the viewer approaches north along Highway 97 and moves along the project site. The ascension culminates with the letters of KELOWNA set against the backdrop of an open skyline that is purposefully positioned between visible mountain peaks.

The visual stacking of bands, one above the other, is intended to provide greater prominence to the entry monument when viewed from a distance. As the viewer approaches closer, the monument begins to reveal itself in more detail through a series of five linear elements individually appearing to emerge from the land. Each linear element, representing a basket band, will be a unique interpretation of one of the five principal themes. Iconographic images will be laser-cut into the band surfaces to tell its own thematic story. The use of iconography inspired from the local area is symbolically inclusive to its unique sense of place within the city and only heightens its importance for Kelowna (see *Appendix A* for iconography selected).

**Next Steps:**

The north entry monument will be a metaphoric representation of the City of Kelowna and envisaged as a highly memorable landmark and characteristic welcoming agent. Pending Council’s approval, permitting and detail design is expected throughout the remainder of 2024 with construction anticipated in 2025.

With reference to future entry monument projects, City staff will present an overall entry monument strategy to Council, when ready. The strategy will seek public input for prioritization of other prospective monuments locations in the city (e.g., Kelowna Airport, near W.R. Bennett Bridge, etc.) or iconography to be depicted. All iconographies will reinforce the five established themes and may include folklore or history (e.g., legend of the Ogopogo or fruit growing and wine making industries). In this manner, the materiality and form of the monuments will remain the same but allow viewers to experience multiple stories and iconography representative of that part of the city.

**Internal Circulation:**

Parks Operations	Real Estate
Active Living & Culture	Partnerships Office
Community Communications	Active Transportation
Infrastructure	Financial Services
Long Range Planning	

**Considerations applicable to this report:**

***Existing Policy:***

*Imagine Kelowna* - identified several visions for the City.

*Council Priorities: 2022-2026*- identified areas with measures to transform municipal vision into action.

*2040 Official Community Plan (OCP) and Amendments* – topics are fundamental to understanding the complex trends and changes that affect long-term planning for Kelowna.

*"Weaving our Collective Threads"* document in the Kelowna Arts & Culture Plan 2020-2025 - a report that forms guiding principles of Syilx inclusion within the City of Kelowna.

***Financial/Budgetary Considerations:***

The project will be wholly funded, constructed, and maintained by the City of Kelowna through a Council resolution providing funding approval from the Growing Communities Fund and Council Strategic Initiatives dated October 16, 2023.

***Communications Comments:***

As the project advances the public will continue to be informed about the north entry monument using conventional City of Kelowna communication means.

***Legal/Statutory Authority:***

***Legal/Statutory Procedural Requirements:***

***Consultation and Engagement:***

**Considerations not applicable to this report:**

Submitted by:

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**Approved for inclusion:** D. Edstrom, Divisional Director, Partnerships and Investments