

Report to Council



Date: September 9, 2024
To: Council
From: City Manager
Subject: City Signature Sign – Milestone Check-In
Department: Parks and Buildings Planning

Recommendation:

THAT Council receives, for information, the report from the Parks & Buildings Planning Department, dated September 9, 2024, regarding the signature sign projects;

AND THAT Council endorses the recommended signature sign location at Stuart Park as well as the project objectives, as outlined in this report, and directs staff to proceed expressions of interest (EOI) for design and fabrication teams.

Purpose:

To provide a milestone check-in and update City signature sign project.

Background:

As a follow up to the Council Report “North Entry Monument and City Signature Sign – Project Updates, June 17, 2024”, staff are bringing forward information relating to the contextual location of the new City Signature Sign, as well as elements of the programming and design criteria for consideration.

In the June 17th, 2024, report, staff noted several examples of signature signs in communities such as: Toronto, Montreal and Amsterdam and elements of each that created a successful implementation. Staff outlined a two-stage, selection approach to the development of the future sign which will provide a wide variety of design and fabrication teams the opportunity to submit qualifications ahead of the development of a full proposal.

Discussion:

As part of the overall planning process for the development of the “City Signature Sign,” staff have held three meetings with external and internal collaborators along with First Nation representatives.

From those meetings, two strategic elements guiding the development of the new sign are being brought forward for information and discussion. These elements relate to the unique context and

design brief guiding the development of the (EOI) which will be circulated to the design and fabrication teams in September 2024.

Objectives:

The overarching project objectives relating to the signature sign form the first strategic element guiding the development of the project design criteria. These objectives align with several core values from the City of Kelowna as an organization and include several strategic elements from a divisional standpoint relevant to the project.

The following objectives are being proposed to form part of the expression of interest (EOI) to design and fabrication teams when providing creative solutions to a unique Kelowna built sign.

Objectives	
Welcoming - tourists and visitors	Providing unique photographic opportunities
Creating an iconic gathering space	Showcasing innovation and technology
Relationship building - First Nation representation	Promoting activity on the waterfront
Promoting - City of Kelowna values (vision, mindset, growth, skills)	An artful approach – dynamic and artistic
Interacting - creative and playful	Including curatorial framework – storytelling, environment, contextual relevance.

Context:

The second strategic element explored is context; meaning the siting and location of a Kelowna built signature sign is key for placemaking and providing residents and visitors memorable opportunities in which to remember their visit to Kelowna and the Okanagan. The signature sign is a place for gathering, sharing and creating memories either in the moment, or afterwards through photos, videos and other forms of media.

In locating such landmark in Kelowna, several factors are at play to provide the meaningful, contextual experience. Kelowna’s waterfront provides such an opportunity for this experience in its alignment with several elements of the selected rating criteria below. While the opportunities for a strategic signature sign along Kelowna’s waterfront are boundless, a thoughtful and quantitative approach for measuring and weighing locations in an open and transparent way is important due to the high-profile nature of the project.

Sites considered to score particularly highly in the rating criteria were City Park, Kerry Park, Tugboat Beach, Stuart Park, and Waterfront Park. While each site provided its own unique opportunities and constraints, it was during the internal and external discussions that Stuart Park ultimately stood out as a preferred location due to its high scoring value in each of the listed rating criteria below.

Rating Criteria	
Lake view / scenic value (land and lake)	Proximity to the waterfront
Public profile (visibility)	Maintenance Impacts
Gathering space (required space)	Vandalism (deterrence)
Accessibility	Impact / existing uses (not displacing uses)

Next Steps:

- September 2024 – Drafting Expression of Interest (EOI) for design and fabrication teams
- November 2024 – Review submissions /Invite selected proponents to submit proposal
- January 2025 – Selection of preferred proponent and concept

Conclusion:

With Council direction and approval, staff will move to quickly generate the expression of interest (EOI) document and move forward with a call for qualified design and fabrication teams.

Internal Circulation:

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

Considerations applicable to this report:

Existing Policy:

Imagine Kelowna - identified several visions for the City. Relevant to this report are its principles and goals working together as a system to help the community achieve its vision.

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

Financial/Budgetary Considerations:

The City signature sign will be funded through a Council resolution providing funding approval from the Growing Communities Fund and Council Strategic Initiatives dated October 16, 2023.

Communications Comments:

The public will be informed about the signature sign project through traditional City of Kelowna communication means and methods as each project advances. Staff propose the following key milestones as occasions for Council to check-in:

- Pre-design and process – including confirmation of preferred site location.
- Concept – including recommended submission and confirmation of all materiality and built forms, plus identified site, utility, and infrastructure costs.

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Consultation and Engagement:

Submitted by:

K Pinkoski, Parks and Buildings Planning

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