
CITY OF KELOWNA

MEMORANDUM

Date: May 8, 2002
File No.: 7800-01
To: City Manager
From: Director of Planning & Development Services
Subject: Highway 33 Entrance to Kelowna Sign

RECOMMENDATION

THAT City Council approve the expenditure of \$5000 from the Public Art Fund for the fabrication and installation of a Welcome to Kelowna Sign.

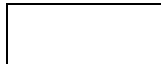
BACKGROUND

The Public Art Committee has been working with the Parks Department to coordinate the design of a Welcome to Kelowna Sign for the eastern entrance to the City. The Parks Department has \$5000 presently existing in its budget for that purpose. The Public Art Committee felt that by augmenting this budget, and going through a competition process, a more aesthetic sign would result. A limited competition was held with submissions sought from three local graphic design firms. GW Graphics has provided the chosen design.

Staff have worked with the Ministry of Transportation and Highways to gain approval for the location and means of installation. The actual sign location is just outside of the City boundaries. Because of the slope and curvature of the highway in this area, this is considered to be the optimal spot for the sign in terms of visibility and highway considerations. The Parks Department will prepare the site and provide suitable low level landscaping as an accent. Installation is expected to proceed as soon as possible.

Hazel Christy, MBA, MCIP
Special Projects Planning Manager

Approved for inclusion



R.L. (Ron) Mattiussi, ACP, MCIP
Director of Planning and Development Services

HC/hb

