
CITY OF KELOWNA

MEMORANDUM

Date: June 17, 2003
File No.: 7800-01

To: City Manager

From: Director of Planning & Corporate Services

Subject: Kelowna Downtown Sign Plan Images

RECOMMENDATION

THAT City Council endorse the recommendation from the Public Art Committee to use a series of images designed by David James Pacholko for use in signage within the Downtown Urban Centre.

BACKGROUND

The City of Kelowna hired a consultant in 2002 to develop a signage plan for five areas within the Downtown Urban Centre: the Kelowna Business District, Kelowna's Cultural District, the Abbott and Marshall Street Heritage Conservation Areas, the Waterfront District, and the City Park District. Through late 2002 and early 2003, the design concept evolved with input from stakeholders at a number of Open Houses. In April 2003, Council directed staff to proceed to a more detailed design phase and to work with the Public Art Committee to select appropriate images for the sign program. The artist fees and cost to purchase the rights to reproduce the images is \$6,000.00. This money is being allocated through the budget for the sign project and not from the Public Art Fund.

The City of Kelowna Public Art Committee advertised a Call for Credentials and in April, shortlisted four artists to produce concepts for the signage areas, plus one generic sign that could be used anywhere. The Public Art Committee held a meeting to consider the images from the four shortlisted artists on May 21, 2003 and invited input from the sign plan stakeholder group. Representatives of the Cultural District, Downtown Kelowna Association and Heritage groups attended.

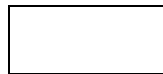
The colourful and vibrant series of images from David James Pacholko are being recommended as being most in keeping with the goals of the wayfinding project, which are:

- To help orient pedestrians, bicyclists and in-line skaters within the study area.
- To help motorists locate public parking within the study area.
- To help the user groups identify sub-areas within the study area, and
- To help create a sense of place within the identified sub-areas through the communication of information pertinent to those sub-areas.

Once the choice of images has been endorsed, staff will proceed to the working drawings, production and location phases of the signage project. In finalizing the location of the individual signs, it will be necessary to work with stakeholders from the sub-areas and staff from MOT, where Highway 97 is involved. The goal will be to get some initial signage in place for this season (identification of parking areas, kiosks) with interpretive signage to follow.

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