



December 5, 2023

To,

Jocelyn Black,
Urban Planning Manager,
City of Kelowna

Subject: The Significance and Design Rationale of Exterior Projecting Signage at Bernard Block

Dear Jocelyn,

I hope this letter finds you well. I am writing in support of our Bernard Block project with specific regard to an exterior projecting signage component along St Paul St. We believe this feature will play a vital role in the growth and prosperity of tenants at the Block and benefit the local business community at large. It will serve as a vital marketing tool that would not only identify and promote businesses at the Block but also contribute significantly to the overall character and economic well-being of our city. Below are a few reasons that elucidate this need.

Visibility and Recognition: Exterior signs are a fundamental aspect of a business's identity. They help residents and visitors easily locate and identify businesses in the city. In doing so, they boost customer foot traffic and support local commerce.

Economic Growth: A thriving business community is vital for the economic development of our city. Commercial office buildings with well-designed signage can attract new customers, investors, and partners, which can lead to job creation and increased tax revenue for the city.

Brand Promotion: Effective signage is a key component of brand recognition and promotion. It helps businesses establish their identity and communicate their values, products, and services to the public.

Tourism and Attractiveness: An aesthetically pleasing and well-maintained exterior signage adds to the overall charm and attractiveness of our city. It can make the city more appealing to tourists and residents alike, further boosting the local economy.

Community identity: Exterior signage is not only about business; it also enhances the local community's sense of identity and pride. It contributes to the uniqueness and character of our city's neighborhoods.

Bernard Block is the first, Class A office building in the downtown core. The architectural design team has taken great care to ensure the built form presents an elegant, clean, and contemporary expression to this area of Bernard Avenue. The parking podium comprised of a panelized precast concrete system finished in a deep charcoal colour offers a very horizontal expression and is intended to convey a grounding effect. The exterior projecting sign on St Paul St. would match the charcoal colour to continue the same design vocabulary.

BUILD IT FORWARD

Landmark Six - 10th Floor
1000-1631 Dickson Ave, Kelowna, BC V1Y 0B5
T 250.448.8810 | missiongroup.ca

In developing this piece of exterior signage, we have intentionally kept the profile low and muted, choosing to highlight tenant logo and identity in a harmonized manner. Attached to this letter are shadow studies that we initiated to confirm the proposed sign will not add any new shadows across the street. The following images illustrate this notion and compare against what is permissible under the current signage bylaws.

Proposed Exterior projecting sign:



- a. The proposed signage complies with requirements of the existing signage bylaw section 4.8 Projecting Sign except for maximum height above grade from 7.5m to 10.5 m. which is the variance we would like to request.
- b. The proposed projecting sign is two sided, internally illuminated with 6 tenant spots and includes the project logo thereby limiting the signage to a few key tenants in the building.
- c. The design consolidates maximum allowable tenant signage in a single vertical application that is both elegant, minimal and in alignment with the general thrust of the signage bylaw.
- d. This type of sign would also minimize any interference with the building's architectural design, form and character while keeping it off any pedestrian areas or city right of way.
- e. Lastly, a large projecting sign hung off the building façade is better than a pavement mounted monument sign that poses public safety concerns and uses significant real estate space on the street.

Bylaw based exterior projecting sign:



- a. Based on maximum sign area per side, maximum height above grade and allowable signs per business the office building could potentially support over 20 different signs using bylaw direction of 2 projecting signs/business.
- b. This design looks very cluttered, impedes with the canopy below and conflicts with the thrust of the bylaw regarding signage control in general. It will also be a significant departure from the architectural feature wall along St. Paul Street and runs against the approved form and character of the façade.

We understand the need for regulations and guidelines to maintain the aesthetic appeal of our city while preventing visual clutter and fully support these considerations, as they are essential for preserving the quality of life in our community. However, I believe that a balanced approach that allows for well-designed and appropriately scaled signage can ensure both economic growth and a visually appealing cityscape.

I kindly request that the city planning department consider the importance of this exterior signage for the project and support this request so we can maintain the original, approved character of the project while simultaneously helping to provide much needed visibility and recognition for tenant’s business.

Thank you for your time and consideration of this matter. I look forward to working together on this front.

Sincerely,

Sarang Gokhale
VP, Development, Mission Group

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ENLARGED VIEW - MARCH 21 - 10:00 AM

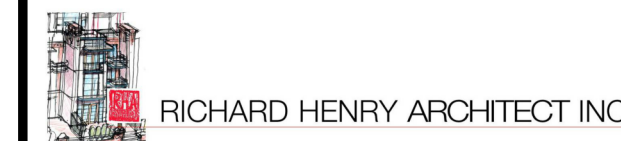


ENLARGED VIEW - MARCH 21 - 12:00 PM

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REVISIONS

NO.	DATE	DESCRIPTION	BY



RAI ARCHITECTS INC.

TEL 604.688.3655
 EMAIL rai@raiarchitects.com
 WWW raiiarchitects.com

SUITE ONE
 1600 HOWE ST
 VANCOUVER BC
 V6Z 2L9 CANADA



Client
MISSION GROUP

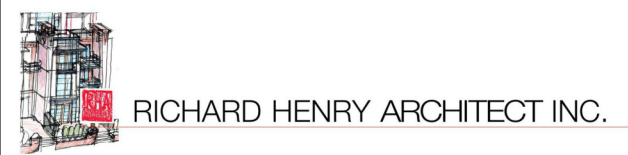
Project
 500 BLOCK BERNARD AVENUE
 KELOWNA, B.C.
 BERNARD BLOCK

Drawing Title
 SHADOW STUDY MARCH
 - ENLARGED VIEW

Date: DEC 2022	Project No. 18-59
Scale: 1 : 350	Drawing No.
Drawn By: AG	ZA0-11
File Name: C:\Users\Andrew\Documents\18-59 BERNARD BLOCK - CENTRAL_2022-01-25_Andrew.rvt	

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NO.	DATE	DESCRIPTION	BY



RAFI ARCHITECTS INC.



TEL 604.688.3655
 EMAIL rai@rafiarchitects.com
 WWW rafiarchitects.com

SUITE ONE
 1600 HOWE ST
 VANCOUVER BC
 V6Z 2L9 CANADA

Members of Architectural Institute of B.C.



Client
 Project
 500 BLOCK BERNARD AVENUE
 KELOWNA, B.C.
 BERNARD BLOCK

Drawing Title
 SHAOW STUDY JUNE -
 ENLARGED VIEW

Date:	DEC 2022	Project No.:	18-59
Scale:	1 : 350	Drawing No.:	zA0-12
Drawn By:	AG	File Name:	C:\Users\Andrew\Documents\18-59 BERNARD BLOCK - CENTRAL_2022-01-25_Andrew.rvt



ENLARGED VIEW - JUNE 21 - 10:00 AM



ENLARGED VIEW - JUNE 21 - 12:00 PM

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ENLARGED VIEW - SEPTEMBER 21 - 10:00 AM

ENLARGED VIEW - SEPTEMBER 21 - 12:00 PM

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REVISIONS

NO.	DATE	DESCRIPTION	BY

RICHARD HENRY ARCHITECT INC.

RAFI ARCHITECTS INC.
TEL 604.688.3655
EMAIL rafiiarchitects.com
WWW rafiiarchitects.com
SUITE ONE
1600 HOWE ST
VANCOUVER BC
V6Z 2L9 CANADA

Members of Architectural Institute of B.C.



Client
500 BLOCK BERNARD AVENUE
KELOWNA, B.C.
BERNARD BLOCK

Drawing Title
SHADOW STUDY
SEPTEMBER - ENLARGED
VIEW

Date: DEC 2022	Project No. 18-59
Scale: 1 : 350	Drawing No. zA0-13
Drawn By: AG	
File Name: C:\Users\Andrew\Documents\18-59 BERNARD BLOCK - CENTRAL_2022-01-25_Andrew.rvt	

EXTERIOR - SIGNAGE SPECIFICATIONS

Sign Type T1 - Office Directory - Projecting

- A SIGN CABINET**
- 9 1/2" (235 mm) deep frameless aluminum sign cabinet painted Benjamin Moore Black Berry 2119-20 (all sides and supports).
 - 1/8" Thick removable tenant panels with cut-through branding.
 - Sign is double-sided.

- B LETTERS/LOGO**
- Cut-through letters/logo backed with translucent white polycarbonate.

- LIGHTING**
- Internal LED illumination (white).

- SIZE**
- Vertical dimension of the tenant letters/logo shall not exceed 6".
 - Horizontal dimension of the tenant letters/logo shall not exceed 2'-0".
 - Letter/logo heights can be smaller than specified, depending on site conditions and brand standards.

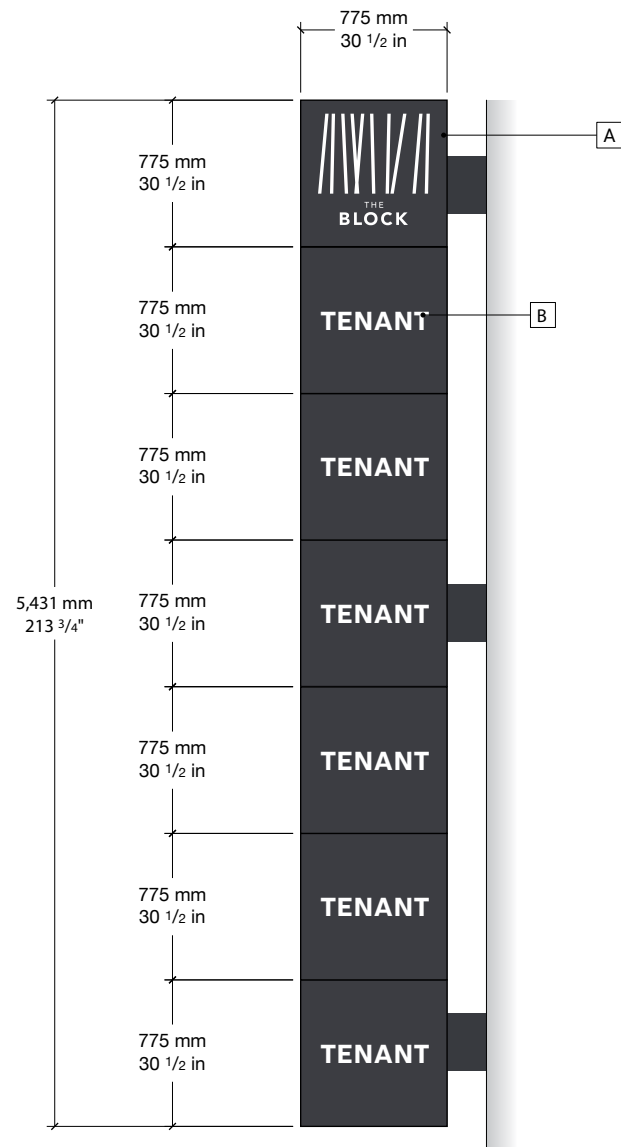
- C GRAPHIC DETAIL**
- Additive print directly to aluminum panel.

- LOCATION**
- Tenant panel placement is determined on a case by case basis.

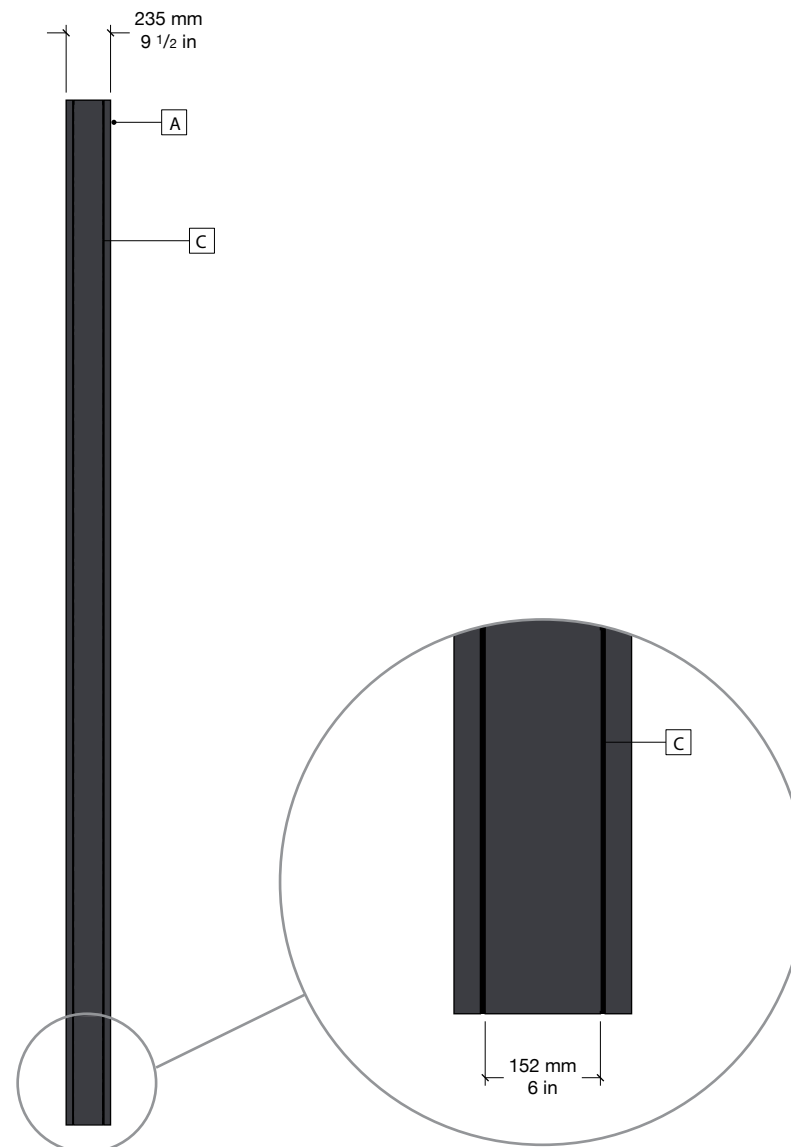
- QUANTITY**
- Each tenant is allowed one sign panel.

- APPROVALS**
- Signage proposals must be approved by the Landlord and/or Property Manager prior to submission to City of Kelowna for the sign permit.

- RESTRICTIONS**
- Signage is limited to the tenant trade name, brand identity and logo only.

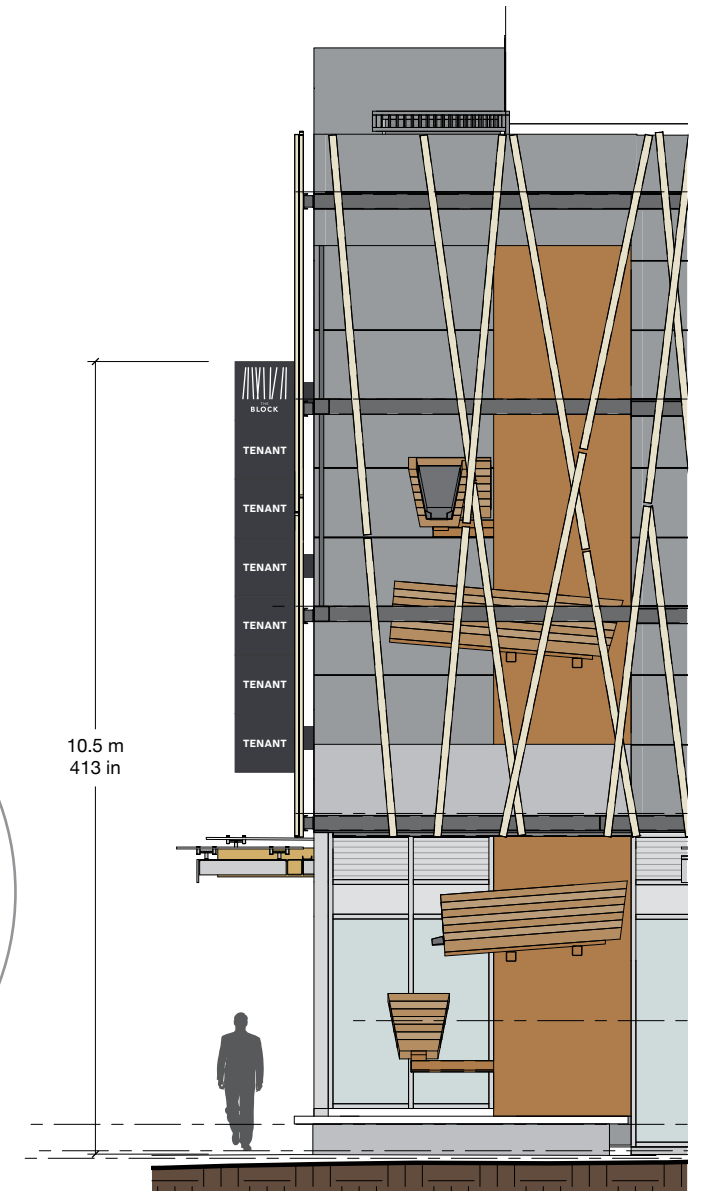


1 Sign Detail - Side View
Scale 1:40



2 Sign Detail - Front View
Scale 1:40

3 Graphic Detail - Front View
Scale 1:10



4 Elevation - South Facing
Scale 1:100

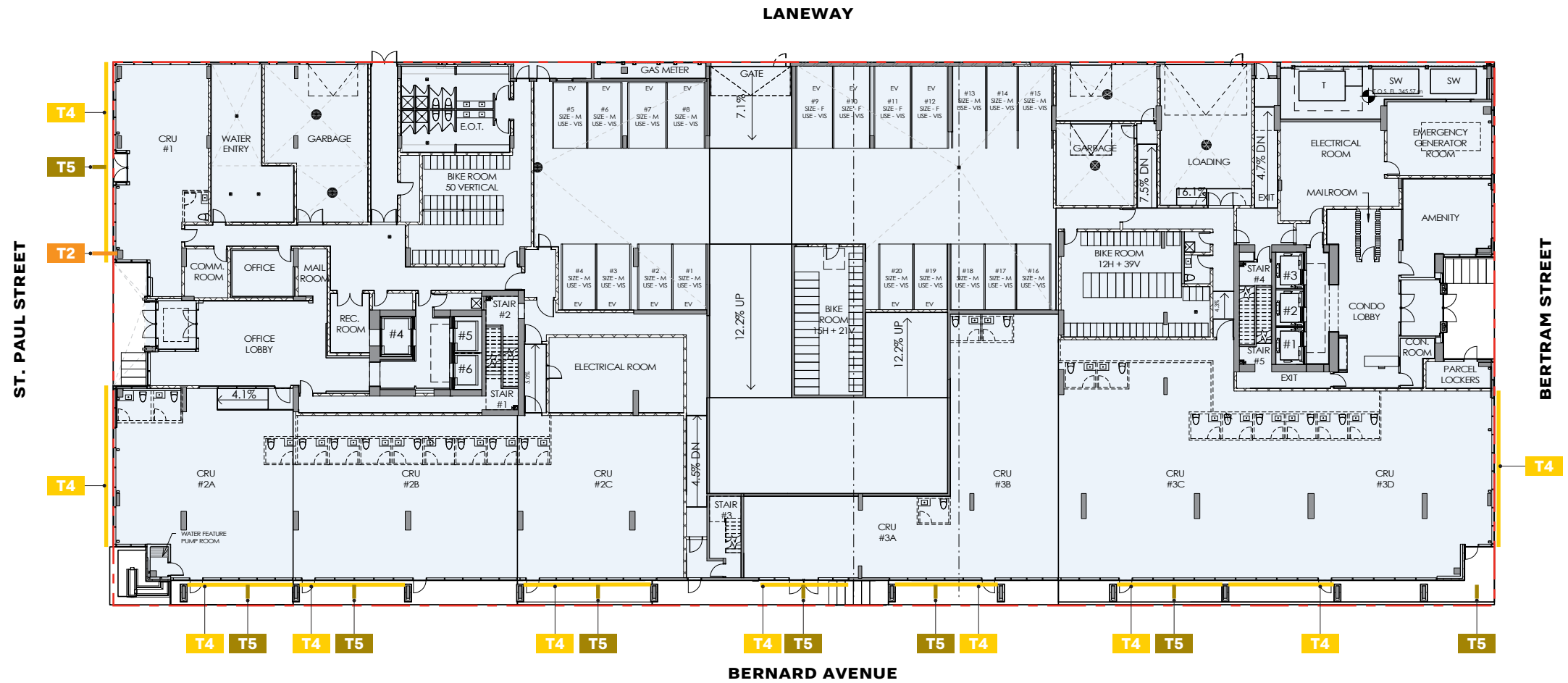
LOCATION PLAN

LEVEL 1

Legend

Sign Type	Mounting
T2 Office Directory	Projecting
T3 Office ID - Primary	Fascia
T4 CRU ID - Primary	Canopy
T5 CRU ID - Secondary	Suspended
T6 CRU ID - Tertiary	Glass
Building Footprint	
Property Line	

NOTE: Signage locations proposed are intended to show potential placement options only, and do not reflect the sign quantities allowed for each retail tenant.



1 Location Plan
Scale 1:400