International Downtown Association
2014 Downtown Achievement Awards

Bernard Avenue Revitalization
Kelowna, British Columbia
Canada
Bollard with First Nation lake serpent motif

Tactile warning strip for visually-impaired individuals

Saw-cut concrete is wheelchair friendly

Sidewalk has gentle slope down to pavement edge with rollover curb for strollers and mobility aids.

The top of each bollard has the name of the facing street and the address range in conventional text and in Braille.
Outdoor cafes are a key component of the revitalization strategy.
The Frontage Zone can also be used for promotional purposes.
Gateway poles are located at the east entrance to the subject area with banners designed by Westbank First Nation artists according to the theme “The Land is Our Culture”.

Attached to each pole is a triangular metal plate on which alternating greetings of “welcome” and the First Nation language translation have been cut.
Drought-tolerant Vegetation
The design of the light poles was inspired by the trestles of the Kettle Valley Railway, historical landmarks that have been preserved as part of the local leg of the Trans-Canada Trail.

A local artist was commissioned to create inserts that reflect the natural and cultural landscapes of the Okanagan Valley.
Public Seating
Placemaking Images

Sets of images express the Okanagan’s sense of place. This image represents the flower of a thistle, a species native to the region.

Utility boxes and bicycle lockers have been wrapped with archival images from the Kelowna Heritage Museum.

Representations of local flora and fauna are engraved on the basalt pavers within the furnishings zone.

Descriptions are provided in English and First Nation’s text.