



CITY OF WEST KELOWNA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Wednesday, February 10, 2021, 8:00 A.M.

COUNCIL CHAMBERS

2760 CAMERON ROAD, WEST KELOWNA, BC

Pages

1. CALL THE ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER

In accordance with the most recent Provincial Health Officer Order regarding gatherings and events, the public is currently not permitted to attend Economic Development Committee meetings in-person. As an open meeting, it will be webcast live and will be archived on the City's website.

2. INTRODUCTION OF LATE ITEMS

3. ADOPTION OF AGENDA

4. ADOPTION OF MINUTES

- 4.1. Minutes of the Economic Development Committee meeting held
Wednesday, January 13, 2021 in the City of West Kelowna Council
Chambers**

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5. PRESENTATIONS

6. DELEGATIONS

7. UNFINISHED BUSINESS

8. REFERRALS

- 8.1. P20-01, West Kelowna Community Vision (Final DRAFT Vision)**

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9. CORRESPONDENCE AND INFORMATION ITEMS

- 9.1. Economic Development and Tourism Update**

- 9.2. Development Services Update**

10. OTHER BUSINESS

11. ADJOURNMENT OF THE MEETING

The next Economic Development Committee meeting is scheduled for Wednesday, March 10, 2021 at 8:00 a.m.



CITY OF WEST KELOWNA

MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, January 13, 2021
COUNCIL CHAMBERS
2760 CAMERON ROAD, WEST KELOWNA, BC

MEMBERS PRESENT: Chris Kotscha, Chair
Laurie Evans, Vice Chair (left at 9:08 a.m.)
Calvin Barr
Tyler Neels
Michael Porter
Lorrie Whiteway
Nick Wizinsky

MEMBER ABSENT: Krista Mallory

Staff Present: John Perrott, Economic Development & Tourism Manager
Chris Oliver, Planner III
Hailey Rilkoff, Planner II
Natasha Patricelli, Recording Secretary

1. CALL THE ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER

The meeting was called to order at 8:07 a.m.

In response to the COVID-19 pandemic, the orders of the Provincial Health Officer and the Province of BC Ministerial Order NO. M192, the Economic Development Committee meeting space was not open to the public. The meeting was available to the public via a live webcast and is archived on the City's website.

2. INTRODUCTION OF LATE ITEMS

3. ADOPTION OF AGENDA

It was moved and seconded

THAT the agenda be adopted as presented.

CARRIED UNANIMOUSLY

4. ADOPTION OF MINUTES

4.1 Minutes of the Economic Development Committee meeting held December 9, 2020 in the City of West Kelowna Council Chambers

It was moved and seconded

THAT the minutes of the Economic Development Committee meeting held December 9, 2020 in the City of West Kelowna Council Chambers be adopted.

CARRIED UNANIMOUSLY

5. PRESENTATIONS

6. DELEGATIONS

7. UNFINISHED BUSINESS

8. REFERRALS

8.1 Short Term Rental Regulations

Highlights of the presentation include:

Guiding Principles

- Short Term Rental regulations by regional goals, current context in West Kelowna and previous discussions with Council;
- Guiding Principals:
 1. Mitigate Negative Neighbourhood Impacts;
 2. Protect Long Term Rentals;
 3. Recognize Importance of Short Term Rentals for Tourism;
 4. Comprehensive Licensing, Compliance and Enforcement;

Proposed Short Term Rental Regulations

- Permitted within a Single Detached Dwelling;
- Not Permitted on properties with Secondary Suite or Carriage House;
- Occupancy up to 3 guest rooms (no more than 6 guests);
- Operator must be the occupant of the Single Detached Dwelling;
- Only 1 group booking at one time;
- Required on-site parking;

- Key Differences:
 - Bed and Breakfast is hosted by the operator; whereas a short term rental the operator may rent out the entire dwelling while the occupant is away;
 - Bed and Breakfast can have multiple bookings and with short term rentals it is only one group;
 - Bed and Breakfast maximum occupancy is 8 guests (4 rooms);

Business Licencing Program

- Business Licence Required;
- Proof of Principal Residence;
- Initial Licencing Inspection by the Fire Department;
- Local Contact Required;
- Proposed Good Neighbour Agreement;
- Short Term Rental Operators Must:
 - Operate only within a licenced dwelling;
 - Display their license number;
 - Display the Fire Safety Plan;
 - Only have one booking at a time;

Next Steps

- Over 700 responses from the community questionnaire and public engagement;
- Refinements before Bylaw Amendments to go forward to Council;
- Results of questionnaire will be presented to Council January 26th.

Questions on the presentation:

- Definition for single detached dwelling - does the definition need to expand to include Strata's? Single detached dwelling strata units
- (not strata apartments) would need to check their Strata bylaw to see if Short Term Rentals are permitted.
- Proposal permits short term rentals within single detached dwellings. City has a separate use for Resort Townhouse or Resort Apartments. These proposed regulations are not to affect the already permitted use in the tourist commercial zoned properties.

- Projecting 20% compliance, what is that based on? Projected potential licensing numbers are based on City of Kelowna's experience on licensing pre and post regulations. Comparable to here as their draft regulations are very similar to what Kelowna currently in place. It could be expected to see similar reduced numbers.
- Do you have numbers from other municipalities? Only received pre and post regulation numbers from the City of Kelowna.
- Once regulations come into place there are some places that might not come into compliance (if they have secondary suites or carriage homes).
- This is a good decision, it's not going away so it should be regulated through Bylaws.
- Economic and tourism benefit remains to be seen. Airbnb's are more affordable way to travel for families. Allow for greater experience of local economy.
- Any conversations with Airbnb? We did reach out to the online accommodation platforms prior to drafting the regulations. Haven't had a response to date from Airbnb. VRBO was able to send out draft regulations and questionnaire to their operators within the area.
- Secondary Suites or Carriage house - noticed RVs or an outer buildings. Are these optional for rentals? Short Term Rentals only permitted within the principal residence. Not permitted within outer buildings, and not permitted in RVs. Key piece of community feedback was within Secondary Suites and Carriage homes.
- Is there an exemption process? Process in place to do something that is not currently permitted in Zoning Bylaw ex. TUP for up to 3 years for a use not currently permitted such as a Short Term Rental in a Secondary Suite. Approved on a case by case basis by Council. Applicants can renew for another 3 years. Most appropriate tool for an operator where their situation doesn't fit within the regulations.
- Proposed restriction - no more than 6 guests - will there be variance on that? Rationale for 6 guests, was based on regional practices and regulations and the first guiding principal to mitigate noise in neighbourhoods. Seen discussion within the community on this topic.
- With larger housing, multiple different families coming and going.
- Good neighbour agreement - enforcement or just good intent? Not enforceable document but expected code of conduct and bylaws that the operator needs to be aware of. Formal agreement as part of application for business licence.

- Do operators need to provide proof insurance for Short Term Rental suite? Any business licence application does not require insurance materials.
- Fee structure drafted for licence fees? Business licence fee for Short Term Rental operators - that fee has not been determined yet. Other municipal fees range from \$125 to \$900 annually for Short Term Rentals. Bed and Breakfasts currently pay \$135 annually. Highest business licencing fee is currently \$360.
- Is there a compliance and enforcement hotline to call for offenders? Most operators will come into compliance within regulations. Not expecting a high percentage on current listings to require enforcement. Most are brought into compliance at the business licencing stage. Proposed to be a complaint basis for bylaw compliance.
- Similar to legal suites vs illegal suites - complaint based enforcement.
- Clarification that intent with carriage houses? The second guiding principal is to protect long term rentals. Having Short Term Rentals within Single Detached Dwellings, lessens the potential for negative neighbourhood impacts.
- What are the regulations for parking? Draft regulations provide on-site parking (2 parking spaces for 3-4 bedrooms) in addition to 2 parking spaces for the residence.

Highlights of the discussion:

- Points for recommendations:
 - clarification of detached dwelling (strata clarifications);
 - review of the fee structure;
 - clarification on the number of occupants - possible tied to the size of the dwelling;
 - verification of on-site parking or on-street parking;
 - good neighbour agreement wording - more informational than an enforceable agreement;
 - Temporary Use Process clarification;
 - potential uses of outbuildings that do not contain kitchen facilities - spaces with only bedrooms and bathrooms;
- Data is not there to specifically say that tourism would be affected;
- People like the options available to them through Short Term Rentals;

- Hotel tax to review on an annual basis? MRDT is collected when there is 3 or more rooms (including on Bed and Breakfasts). Provincial government has an agreement with Airbnb. City of West Kelowna does not currently have a hotel tax within our municipality. If we did, we could collect the MRDT from Short Term Rentals only from Airbnb who has an agreement with the Province of BC. Other platforms do not;
- Tourism is slightly affected by having Short Term Rentals within the Community;
- Short Term Rentals are here we are finding a way to manage them;
- Hotels are busy in June, July and August and then through the winter Short Term Rentals is a bit higher. Hotels can still have a positive impact through their onsite restaurant or liquor store;
- The appeal of Short Term Rentals is feeling the comforts of home, full kitchen, having a pool, etc.;
- Short Term Rental are affordable which impacts how long a group will stay in the area.

It was moved and seconded

THAT the Economic Development Committee supports the adoption of the Short Term Rental regulations with consideration for:

1. Evaluate:
 - a. Number of occupants permitted in a Short Term Rental
 - b. Use of accessory buildings for Short Term Rentals
2. Suggest clarification in materials regarding:
 - a. Single detached dwellings (strata properties)
 - b. On-site parking
3. Additional consultation with Economic Development Committee regarding proposed fee structure.

CARRIED UNANIMOUSLY

9. CORRESPONDENCE AND INFORMATION ITEMS

9.1 Economic Development & Tourism Update

Highlights of the presentation include:

Development Activity

- 3rd busiest year with building permits;
- Last 18 months new business licences 24-27 business licences per month;
- Chart shown for Business Licence Composition 2010 vs 2020 by sector;
- Graph shown for Community Job Listings by Month comparison of 2019 to 2020;
 - from May onwards it was up in comparison to 2019;
- Graph shown for Kelowna CMA unemployment Rate;
- Graph shown for Kelowna CMA Population & Labour Force;
- Graph shown for Kelowna CMA Employment Index;

January Activities

- Website, Business Directory, and email database;
- Council's Economic Development workshop prep;
- Glencoe & Elliott Road Improvements:
 - 2 barrel stacks underway;
 - Banners to go up on Glencoe and Elliott with driveway signs to wineries;
- Tourism Activities:
 - Visitor Centre Operations - partnership with Museum;
 - DBC Grant: Community Research, Birding and Advertising;
 - Marketing and promotional campaign planning and collateral updates;
 - Stakeholders support; marketing to the immediate area;

Upcoming (Virtual) Events:

- January 27th: GWBOT Wise Words - Human Resources;
- January 28th: UDI Luncheon - Real Estate outlook featuring Andrew Ramlo of the Rennie Group;
- February 24th: GWBOT Wise Words - Entrepreneurship.

9.2 Development Services Update

Highlights of the presentation include:

Q4 Year End Stats - Building

- Building Permit statistics - construction value a little lower but building permits increased;
- Top Building Permit Types - Single Family Dwellings, Residential Demo/Add/Alt, Sewer Connections;

Q4 Year End Stats - Bylaw

- Bylaw activities increased;
- Impacts of COVID - good number of Public Health Orders that Bylaw responded to;

Q4 and Year End Stats - Development Engineering

- Subdivision Applications - busy year for subdivisions and new lots created;

Q4 and Year End Stats - Planning

- Planning Applications increased from 2019;

2416 Saddleback Way - Congregate Housing

- 107 senior's congregate housing units;
- Challenging site (Hillside, Hydro, Access);
- Height variances;
- Structured parking.

10. OTHER BUSINESS

Recognized that this was Calvin Barr's last meeting on the Economic Development Committee as a representative from GWBOT.

11. ADJOURNMENT OF THE MEETING

The meeting adjourned at 9:31 a.m.

CHAIR

RECORDING SECRETARY



ECONOMIC DEVELOPMENT COMMITTEE REPORT

To: Economic Development Committee Members Date: February 10, 2021
From: Stirling Scory, Planner II File No: P20-01
Subject: **P20-01, West Kelowna Community Vision (Final DRAFT Vision)**

BACKGROUND

On October 27, 2020, the first DRAFT Community Vision document was presented to West Kelowna City Council, following the completion of Round 1 Engagement for the OurWK Community Vision initiative which was completed between June 15 and September 21. At this meeting, Council provided feedback to the project team and direction to proceed with Round 2 Engagement.

On December 3, 2020, the first DRAFT Community Vision document was presented to the EDC for comment and feedback. The project team also outlined to the EDC the process by which Round 2 Engagement would be completed, and what efforts were being taken to engage with the community.

DISCUSSION

The Final Draft Vision document (Attachment 1) represents West Kelowna's Community Vision to 2040 and is the foundation for the Official Community Plan (OCP) update. The Vision is intended to be a high-level document that provides direction and informs future policy considerations in the OCP. The document has been drafted to include:

- A DRAFT (overarching) Vision Statement that describes what West Kelowna wants to become by 2040
- Five foundations that provide a balanced focus on key areas/themes for action to support the implementation of the Vision
- Twenty-three key directions that could help the community make visible progress towards implementing the vision
- 'Signs of success' to help monitor progress towards achieving the draft vision

Summary of Round 1 Engagement:

Due to the Provincial Health Officer (PHO) recommendations implemented in response to the COVID-19 pandemic, Round 1 Engagement was conducted predominantly online. The purpose of Round 1 Engagement was to listen to the community and gain early

insights into the priorities, challenges, and ideas of residents and stakeholders. This round was completed between June 15 and September 21.

Summary of Round 2 Engagement

Due to the continuing PHO recommendations, in response to the COVID-19 pandemic, Round 2 Engagement was conducted predominantly online. The purpose of Round 2 Engagement was to review and refine the DRAFT Vision with the community. Participants were asked to consider if the DRAFT Vision “got it right”. Did the project team hear the community correctly? What needs improvement?

To complete this round of engagement the project team created a ‘Choose Your Own Adventure’ method for obtaining feedback on the Draft Vision through four different feedback forms:

- *Adventure A: Draft Community Vision Review*
 - Main feedback form which encourages individual or household response on the Draft Vision document (est. time: ½ hour)
- *Adventure B: 5-minute Feedback on the DRAFT Vision Statement and Foundations*
 - A shortened version of Adventure A to allow participants with minimal time to participate, and review the general direction of the Vision Statement (est. time: 5 minutes)
- *Adventure C: Working Together, Community Circles Collaboration*
 - A more in-depth version of Adventure A to enable participants the opportunity to ‘dig deeper’ and collaborate with others on a group submission (est time: a few hours)
- *Youth Feedback Form*
 - A form designed specifically for youth to encourage their review and participation in the review of the Draft Vision. (est time: 30 minutes)

In addition to the feedback forms, the project team also held two online workshops in the first week of December to encourage participants to engage in guided discussions and hear from others in the community while sharing feedback on the DRAFT Vision with the team. All information on the project is available on the project webpage, ourwk.ca.

Respectfully submitted,

Stirling Scory, Planner II

Powerpoint: Yes ☒ No ☐

Attachments:

Attachment 1: OurWK Community Vision Final DRAFT

OUR COMMUNITY VISION 2020-2040

FINAL DRAFT

JANUARY 2020





“

West Kelowna is truly a unique community and is a great place to live. The things that make it so wonderful are the lake, the agriculture including wineries, and the small community vibe. As a new city there is such an opportunity to build upon these strengths and make this an even greater place to live.



The City of West Kelowna is gathered on
the Traditional Territory of the
Syilx /Okanagan Peoples.

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DOCUMENT PHOTO CREDITS

We gratefully acknowledge the contribution of
photographs for this document by:
Darren Hull, Jonathan Behnke, and T. Stechman

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“ Big thinking precedes great achievement.

- Wilferd Peterson

PAST. PRESENT. FUTURE.

LEARNING FROM OUR HISTORY

Knowing where we've come from is essential to knowing where we're going.

The Syilx / Okanagan peoples have inhabited the Okanagan Valley and beyond for thousands of years. Syilx / Okanagan knowledge provides essential guidance for the area's future. Knowledge sharing, including through examples like the Syilx Nation Siwłk™ (Water) Declaration, will help support a future that honours our relationship with the life-giving lands and waters of this place.

The City of West Kelowna has been blessed with a rural, agricultural tradition that has led to the rare intertwining of city and farm that we see today. This unusual city landscape forms an urban agricultural character that is becoming increasingly well-known in the region and beyond.

Small, rural settlements within the Regional District of Central Okanagan evolved to a municipality initially in 2007, then to a city in 2015. This evolution has brought both challenge and opportunity – and it is with learnings from our past and a responsibility to these lands and waters – that we must collaborate on a shared future.

SETTING OUR PATH FORWARD

West Kelowna is the quintessential Okanagan city. Sun-soaked lakeshores, agricultural charm, and access to urban jobs and living have made West Kelowna a rising star. Our city ranked 12th on Maclean's list of Canada's Best Communities in 2019 and its appeal continues to be proven by steady growth.

With this popularity comes a responsibility to look ahead to West Kelowna's future and think carefully about how to support its thoughtful evolution – maintaining what makes this place so unique while making noticeable strides towards where our community wishes to go next.

A Community Vision defines what it is we want to achieve and helps guide future plans that will define actions of how we get there. In a world that's evolving faster than ever before, a strong vision grounds us and prepares us to successfully navigate change. While we cannot predict every change that will come our way in the next 20 years – setting and sticking to a bold Community Vision gives us a powerful lens for making thoughtful decisions.

Change is coming to West Kelowna. We cannot ignore it, but we need not fear it. Together, we can shape change to fulfill our dreams. With this Community Vision as our guide, we will create an amazing quality of life for all the people of West Kelowna – those who are here today and those yet to come.

THIS IS #OURWK!

#OURWK is West Kelowna's Community Vision to 2040. It sets our desired destination – the future West Kelowna we want to create. This vision is for all of us – built by our community to guide our shared future.

#OURWK'S COMMUNITY VISION INCLUDES:

an **invitation** for all of the West Kelowna community to work together to make our vision come alive

an **#OURWK overview** that describes what West Kelowna wishes to be by 2040

five **foundations** that will provide a balanced grounding to support our vision

twenty-three **key directions** that could help the community make visible and sustained progress

potential **signs of success** that will show us that we're making progress

next steps that connect this Community Vision to the City's Official Community Plan update



We have a wonderful quality of life here,
and with respect for what makes our lifestyle unique,
patience to prioritize and allow improvements to
develop as we can afford them, and thoughtful planning,
West Kelowna can remain a most desirable place to live!

- #OURWK Participant



WORKING TOGETHER

West Kelowna's heart is our people.

We are a community planning our future together. This Community Vision calls on each of us to collaboratively build a healthy, beautiful, and climate resilient West Kelowna that supports a prosperous region. Collaborative, aligned, and purposeful actions will be critical to our success.



WEST KELOWNA & WESTBANK FIRST NATION SHARED DIRECTIONS

We are committed to working closely with Westbank First Nation to collaborate on the health, harmony, and stewardship of these lands, these waters, and these communities.

WE ALL HAVE A ROLE TO PLAY

Our Community Vision provides direction and purpose for the City of West Kelowna and residents, businesses, non-profit organizations, and collaborators. This vision was created by our community and it will require all of us to bring it to life. It outlines the efforts we must take to benefit our community members today and tomorrow.

Working together means acknowledging we have different roles to play and unique strengths to contribute. Sharing accountability for our Community Vision requires all of West Kelowna to tackle challenges and embrace opportunities. It won't always be easy. At times our opinions about the best way to achieve our vision will differ and we'll need to make the best decisions possible based on our collective knowledge.

#OURWK invites all who care about West Kelowna to make great things happen.

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Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.

- Jane Jacobs

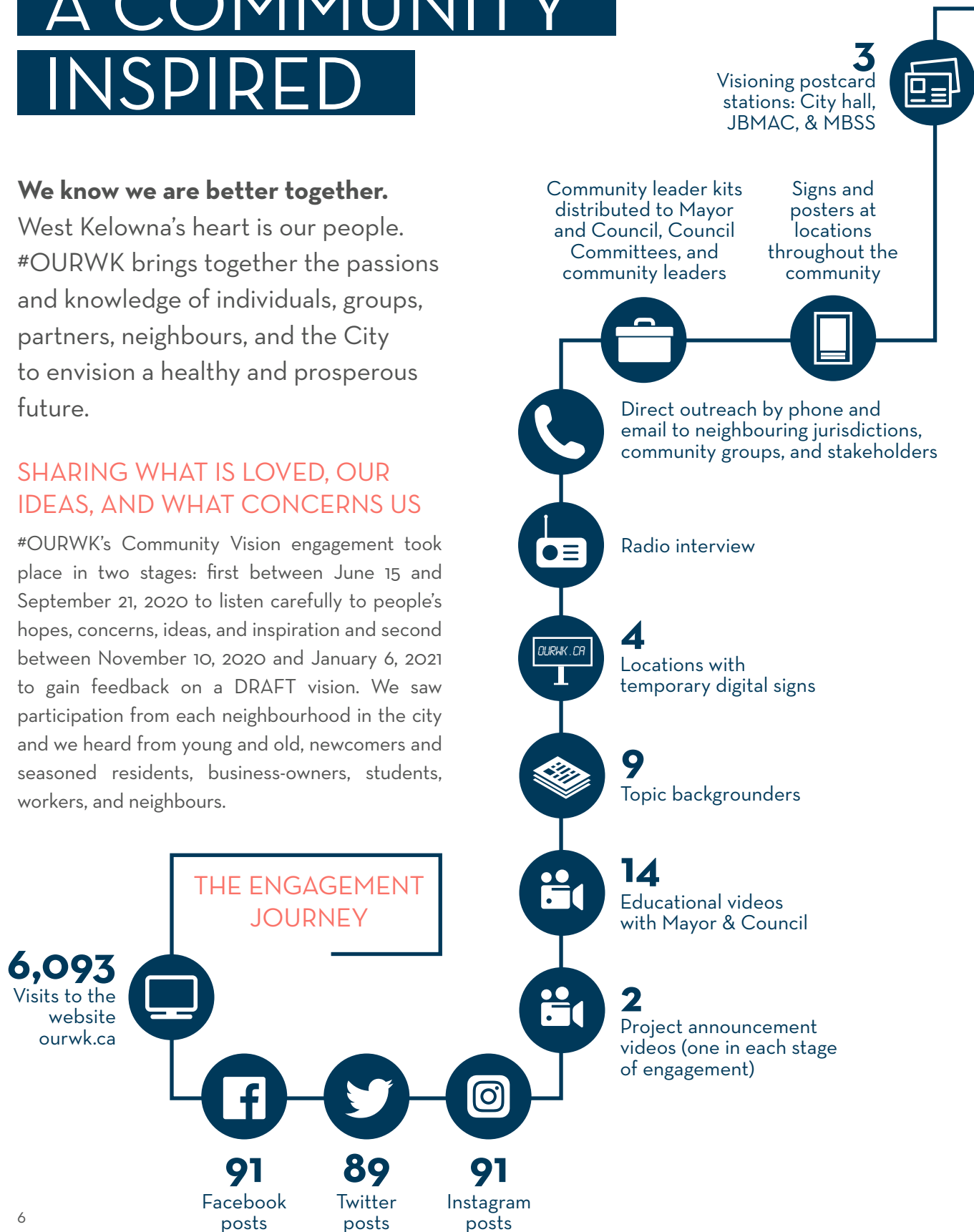
A COMMUNITY INSPIRED

We know we are better together.

West Kelowna's heart is our people. #OURWK brings together the passions and knowledge of individuals, groups, partners, neighbours, and the City to envision a healthy and prosperous future.

SHARING WHAT IS LOVED, OUR IDEAS, AND WHAT CONCERNS US

#OURWK's Community Vision engagement took place in two stages: first between June 15 and September 21, 2020 to listen carefully to people's hopes, concerns, ideas, and inspiration and second between November 10, 2020 and January 6, 2021 to gain feedback on a DRAFT vision. We saw participation from each neighbourhood in the city and we heard from young and old, newcomers and seasoned residents, business-owners, students, workers, and neighbours.



Support from local organizations

Support from City hall front-line staff

Vehicle magnets on the City fleet

“

FINAL DRAFT

Focus on what will unify
and not divide our town
and work towards that.

- #OURWK Participant



Ads in the newspaper and media releases



Email blasts to the City's mailing list



Announcements and updates by Mayor / Acting Mayors at Council Meetings



5

Written submissions from organizations / individuals



29

Photo contest submissions



107

Written or drawn ideas in kids' activity booklets



39

Vision postcards



58

Participants in three Online Stakeholder Welcome Meetings



37

Participants in four Online Topic Meetings



38

Participants in two Virtual Vision Review Workshops



+6,500

Distinct inputs received



195

DRAFT Vision Feedback Forms (Review, 5-minute Review, Community Circles) completed



84

Westside Youth Feedback Forms completed



1,409

Community Ideas Questionnaires completed



469

Weekly Topic Questionnaires completed

#OURWK OVERVIEW

In West Kelowna...

We live in harmony with these lands and waters, with one another, and with our neighbours.

We maintain a deep connection with our agricultural roots and we celebrate the one-of-a-kind character of our community.

We prepare for and welcome change through innovation and collaboration.

We are inclusive and supportive of one another, and we are ready to create our future together.

We are green and sustainable...

...living alongside the agricultural fields and forests, the watercourses and lakeshores that support us. We care for these lands and waters, protecting, enhancing, and working to understand how we can live in harmony with our environment.

We are a welcoming, inclusive community...

...where everyone can find their safe place to belong, their comfortable home, healthy living options, and their opportunity to succeed. We are a model for thoughtful growth, welcoming newcomers and businesses while recognizing the values that long-time residents cherish.

We are in harmony...

...with Westbank First Nation, our neighbours, our region, these lands, and one another, working in collaboration to achieve our shared values.

We are connected...

...having what we need close to home and safe, sustainable transportation options for all ages and abilities to take us where we need to go. We are physically connected to our destinations and special places and we are socially connected to one another and to our community.

We care about our urban agricultural character...

...along with our stunning natural landscapes and we plan carefully to protect these special features. We plan and maintain our environment, our parks, our buildings, and our infrastructure with pride so they are safe, beautiful, and resilient.

We create our future together...

...collaborating as a community with integrity and respect to create plans and make important decisions. We learn from innovation in the world around us and apply what can work in West Kelowna.

We prepare for change...

...choosing thoughtfully how we adapt and evolve. We embrace new knowledge and technology that brings benefits and we tackle the difficult challenges with determination and do our part to support a healthier world.

We express our unique sense of place...

...and its energy runs through our prospering Westbank Centre, our inviting lake shores, and our distinct, complete neighbourhoods. Our community spirit pulses through our places and our people, calling to the curious to explore what makes us uniquely West Kelowna.

WE ARE CREATING #OURWK. TOGETHER.

OUR FOUNDATIONS

Our five **foundations** are focus areas for achieving balance in our vision. Together, they represent what is important for West Kelowna. Each foundation represents our hopes and ambitions, but it is the combination and intersections between them that will make our community truly whole.

A STRONG FOUNDATION LEADS TO TRANSFORMATIONAL CHANGE

OUR PEOPLE is about creating a community for all of us. West Kelowna wishes to be a place where you say hello to your neighbours; where you raise your children; where you can find a home that fits your unique needs and stage of life; where you live a healthy, fulfilling lifetime surrounded by friends and family. Our West Kelowna is one that is inclusive and welcoming to all.

OUR CONNECTIVITY is how we experience our community. Our physical connections make it easy and enjoyable to move around and our social and spiritual connections link us with Westbank First Nation, with the region, and with one another.

OUR ADAPTABILITY is how we work together to help our city be successful. This is where we commit to collaboration and making the best possible choices that will keep West Kelowna healthy, green safe, and resilient for years to come.

OUR PROSPERITY starts with taking care of the lands and waters that support us. It is also about supporting businesses that will provide good jobs and places to shop, keeping our city thriving. It involves defining West Kelowna's unique sense of place and sharing it proudly with the world.

OUR PLACES are the neighbourhoods and destinations we love. This is where we commit to maintaining what's great and catalyzing improvements that will make places like Westbank Centre, our waterfronts, and our neighbourhoods even better, augmenting community pride.



You've got to think about big things while
you're doing small things, so that all the
small things go in the right direction.

- Alvin Toffler



KEY DIRECTIONS

Twenty-three **key directions**, organized around the five foundations, are our priorities for moving forward. They represent the opportunities and challenges we will focus on in the coming years.

SETTING PRIORITIES TO MAINTAIN FOCUS

There are many directions a city can choose to take – but it's impossible to do everything at once. Achieving great progress requires focus and commitment to what's been identified as important to the community. Completing key steps towards our Community Vision shows our commitment and inspires others – individuals, stakeholders, community organizations, developers, neighbours, and more – to get involved.

#OURWK has engaged people from across West Kelowna in conversations about the future. Many of these conversations focused on our values – what is important for us to maintain and build upon for the future. These values form the basis for key directions which are important focal points for progress towards our future.

These key directions will guide future decision-making and priority-setting. While progress is intended to be made on each of the key directions over time, priorities for focus will be set incrementally to reflect opportunity, Council Strategic Priorities, and community desires.

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Keep your eyes on the stars and
your feet on the ground.

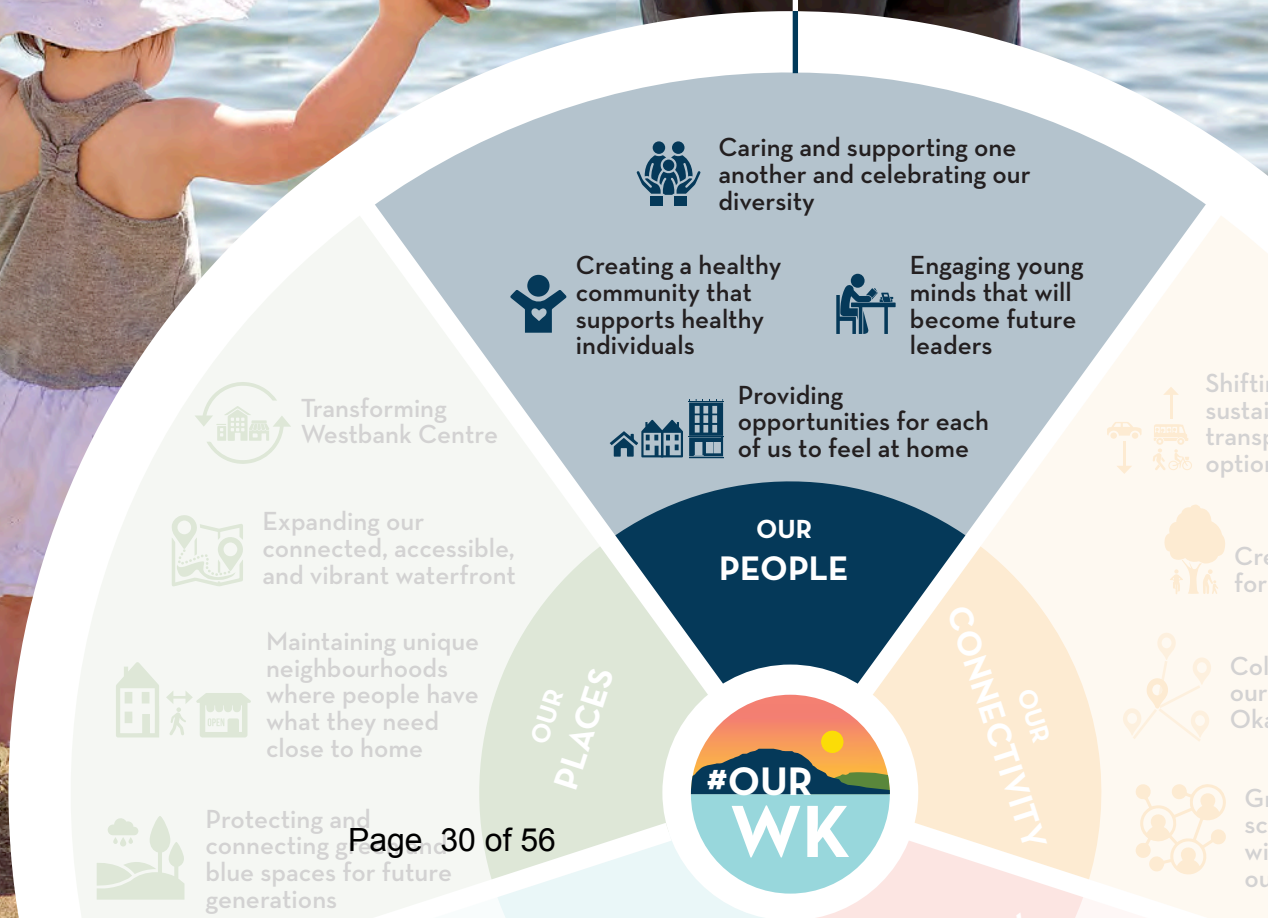
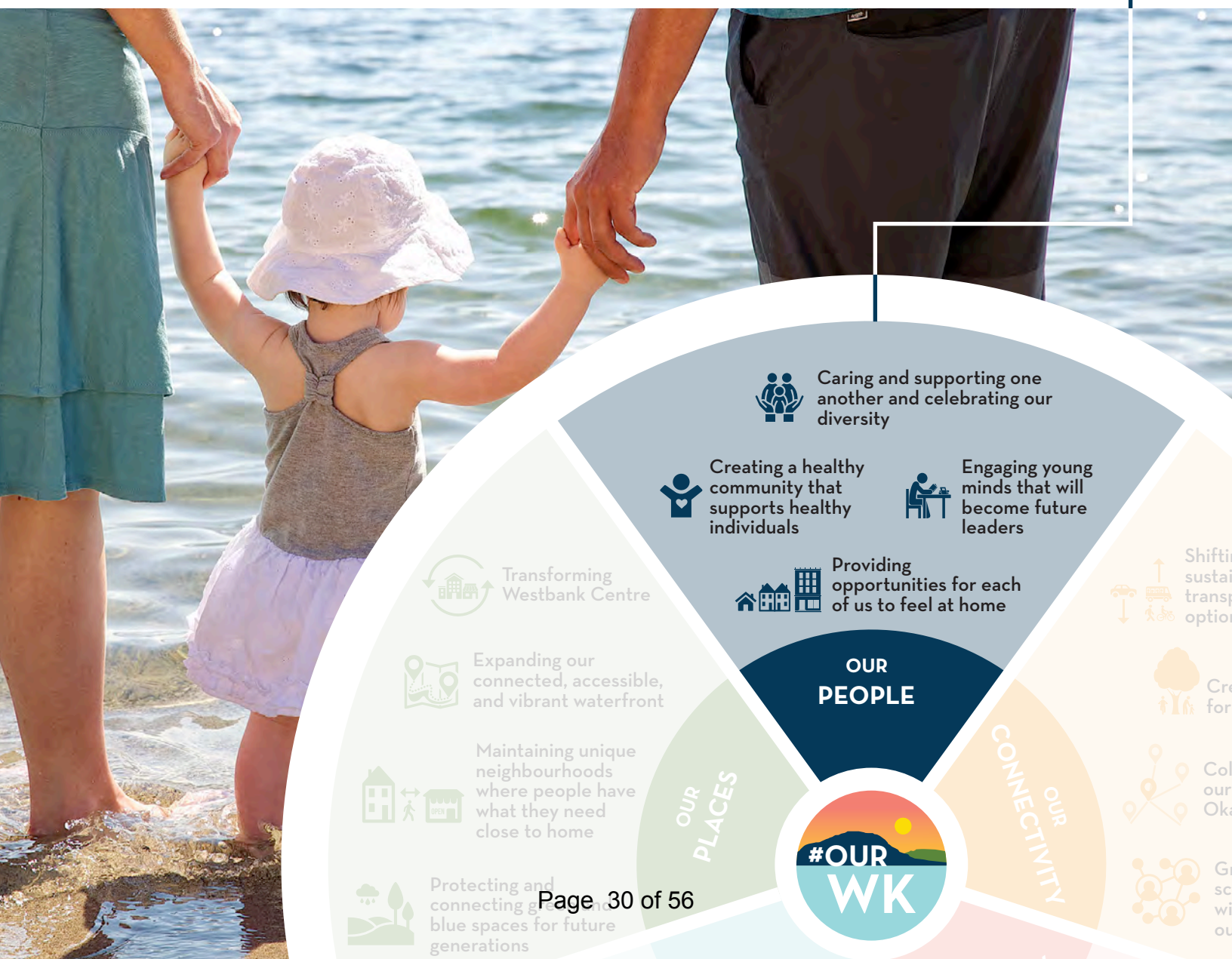
Franklin D. Roosevelt



OUR PEOPLE

“ When we know who lives in our neighbourhood we take care of each other and care about our community.

- #OURWK Participant





CARING AND SUPPORTING ONE ANOTHER AND CELEBRATING OUR DIVERSITY

We are all different – and these differences influence the experiences that we have in West Kelowna. These differences also make our community interesting, innovative, and vital.

Embracing our diversity builds community spirit and engages all citizens in our city. A sense of belonging is an essential part of a high quality of life – and West Kelowna wishes to be the kind of city that provides a high quality of life to all its citizens. Working together will be important to advancing equality and inclusiveness for all people to live their best lives in West Kelowna.

WHAT WE SEE IN 2040:

- ▶ Community spaces that are safe, universally accessible, and inviting to all abilities
- ▶ A welcoming community that includes all of us, regardless of race, nationality, gender, sexual orientation, religion, economic status, physical or mental ability
- ▶ Continuation on the journey of reconciliation between Indigenous and non-Indigenous communities
- ▶ Strong and safe neighbourhoods where we know our neighbours and feel connected
- ▶ Many opportunities for sharing our diverse cultures through events, celebrations, art, and more
- ▶ A warm welcome for newcomers to the community and support to help them successfully navigate their way into the fabric of our neighbourhoods and workforce
- ▶ Opportunities that make West Kelowna a great place for families like access to affordable child care, programs for children and families, and spaces and activities for youth



CREATING A HEALTHY COMMUNITY THAT SUPPORTS HEALTHY INDIVIDUALS

A healthy community has good access to health care, a well-built physical environment that promotes healthy living, access to basic living standards, and inclusive programs.

With an aging population, demand for local health care is rising and community members are seeking more access to primary health services in West Kelowna. We also recognize the importance of mental health and well-being that is supported by access to green space, recreation, programs, community connections, and health services.

Recreation is an integral part of a healthy community, connecting us through sport, leisure, and play. Access to recreation encourages healthy living, reduces crime, and builds social connections. As we look ahead, we will invest wisely in high-quality parks, trails, and facilities that make recreation and leisure available to all.

WHAT WE SEE IN 2040:

- ▶ A local, central health precinct that attracts a wide range of health services
- ▶ More residents able to access the health services they need right in West Kelowna
- ▶ Opportunities for residents to live, work, and enjoy leisure in their neighbourhoods in all stages of their lives, from young to old
- ▶ Neighbourhood hubs where residents gather, socialize, and connect with one another
- ▶ Continued and enhanced access to fresh, local foods that are produced within our community
- ▶ Varied, high-quality recreation facilities, parks, and trails that provide accessible activities for all residents and continue to meet the needs of a growing and evolving population



ENGAGING YOUNG MINDS THAT WILL BECOME FUTURE LEADERS

West Kelowna wishes to be a place that young people “come to” not “come from.” Creating opportunities for our younger citizens to be part of their community and recognizing the value that their voices bring, leads to lasting connections that attract and retain bright young minds.

The growing UBC Okanagan and Okanagan College and in Kelowna have added a wealth of post-secondary opportunities close to home and the community can envision more growth of quality education and training opportunities in and near West Kelowna.

Learning about our lands and waters, our people, and our community should begin in our youngest years and continue through a lifetime, setting us on a positive path forward.

WHAT WE SEE IN 2040:

- ▶ Young citizens engaging in civic processes and seeing changes that are the result of their involvement
- ▶ Multi-generational programs that connect children and elders to support mutual well-being and transfer of important knowledge
- ▶ Hands-on education that connects children with these lands and waters and instills a life-long appreciation for how they sustain us
- ▶ Partnerships between the community and educational providers that bring powerful benefits to young minds and to the community
- ▶ Great opportunities to pursue post-secondary training and education while living in West Kelowna
- ▶ Jobs and entrepreneurial programs in our city that create quality employment opportunities for youth and young adults



PROVIDING OPPORTUNITIES FOR EACH OF US TO FEEL AT HOME

Everyone needs a place to live comfortably. Each person’s housing needs are unique and evolve over a lifetime. For many, rising costs have made securing housing more challenging.

The 2019 Regional Housing Needs Assessment found that there are several groups facing housing challenges in the Okanagan, including moderate-income households seeking homeownership; the senior, youth, and young adult demographics; low-income households; and people experiencing homelessness.

Many living in West Kelowna today expressed a desire to remain in their neighbourhood and community through all life stages, even as their housing needs shift. Taking steps to fill housing gaps will welcome people “home.”

WHAT WE SEE IN 2040:

- ▶ A sensitive increase in housing choices throughout the community that provide good housing options for differing needs
- ▶ Addition of attractive, affordable housing in partnership with BC Housing, senior levels of government, non-profits, and other agencies
- ▶ Effective and innovative programs, in partnership with our neighbours, other levels of government, and non-profits, that are helping people to end the cycle of homelessness

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our People**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

- ▶ Universal accessibility in community destinations
- ▶ More residents feeling as if they belong to the West Kelowna community
- ▶ Fewer reported incidences of discrimination
- ▶ More primary health services available
- ▶ More residents with high levels of physical, mental, and social health
- ▶ More people using recreation facilities and programs
- ▶ Increasing participation in civic life and municipal elections
- ▶ More opportunities for post-secondary training or education
- ▶ A growing number of young adults (19-24) living in West Kelowna
- ▶ A greater diversity of housing options throughout the community
- ▶ More households spending a smaller percentage of their household income on housing
- ▶ Less people experiencing or at risk of experiencing homelessness
- ▶ A feeling of safety in all neighbourhoods

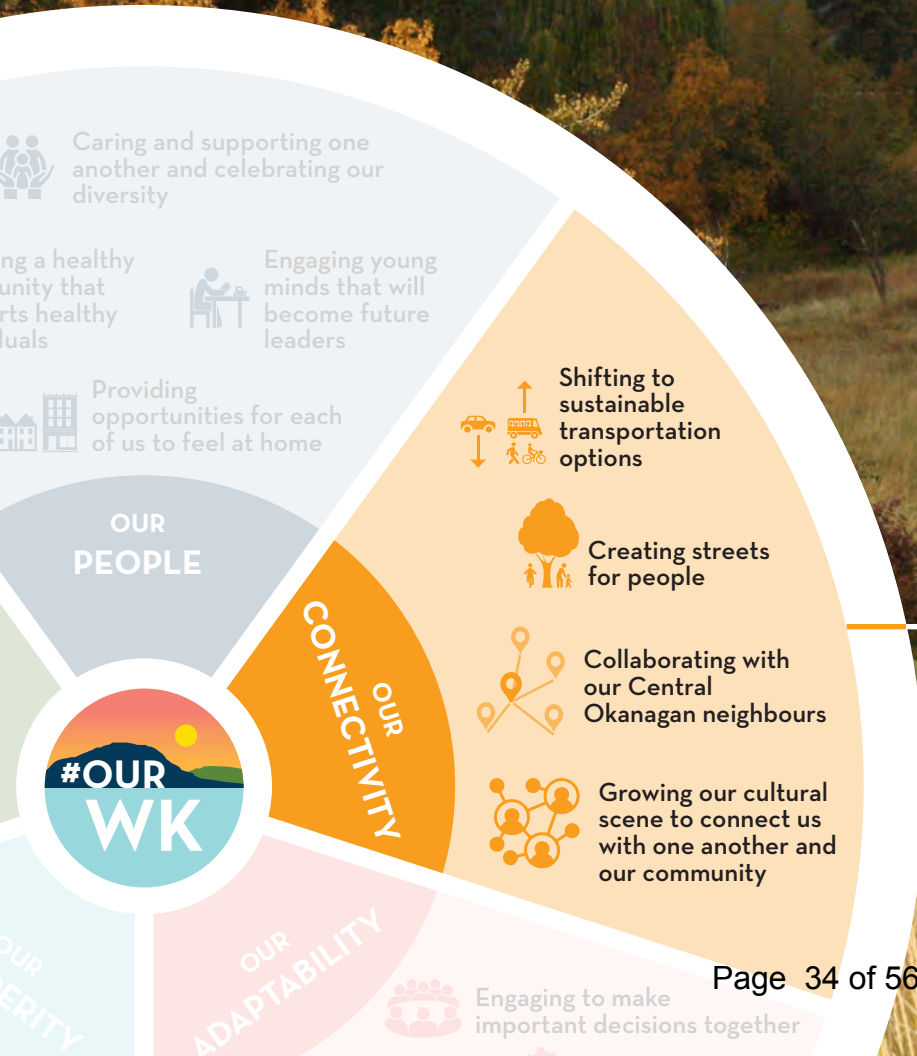
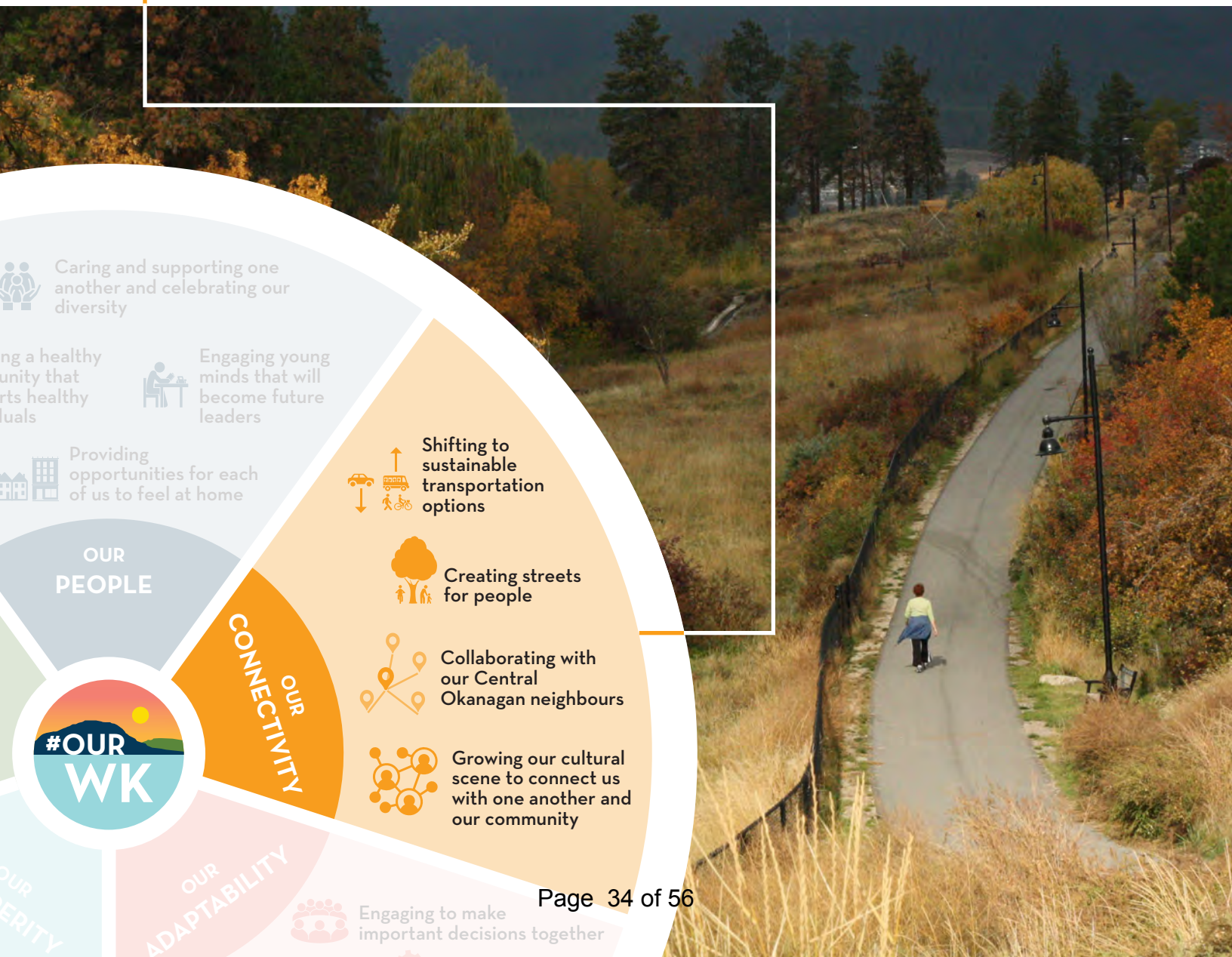


OUR CONNECTIVITY

“

I love our little town. I would like to see more sidewalks and biking trails. With all the new housing development I am concerned about roads and traffic flow.

- #OURWK Participant





SHIFTING TO SUSTAINABLE TRANSPORTATION OPTIONS

Everyone in our community needs to get around. The type of community West Kelowna envisions – one that is sustainable, beautiful, equitable, and efficient – is not a community that relies solely on fossil-fuel vehicles. It is a community that has a range of viable and attractive ways to move for all.

Traffic congestion is a growing concern that impacts environmental and personal health. Those without a vehicle, including seniors, youth, people with disabilities, newcomers, and those who choose not to own a car, can face challenges getting around. Provision of roads is limited by physical space and financial constraints and we know that an unlimited supply of roads cannot solve all transportation issues.

Complete, compact neighbourhoods with daily needs closer to home, combined with a multi-modal transportation network that has innovative options including transit, active transportation, sharing options, zero-emission vehicles, and new technologies like autonomous vehicles, will shift us towards a sustainable transportation future.

WHAT WE SEE IN 2040:

- ▶ Safe walking and cycling routes in and between all neighbourhoods that connect people of all ages and abilities where they want to go – work, school, parks, and shopping
- ▶ Many residents living close to jobs and daily needs, allowing them to walk or cycle more
- ▶ A well-connected transit network that is convenient for residents throughout the city
- ▶ Use of shared and zero-emission vehicles for trips made by car
- ▶ Rapid adoption of new technologies including autonomous vehicles and what comes next
- ▶ A connected, seamless regional network created in collaboration with all neighbours
- ▶ Alignment between new development and capacity of the transportation network



CREATING STREETS FOR PEOPLE

Our streets are a critical component of the public space network and provide a lasting impression of our community. In addition to enabling our movement, streets shape our community's physical landscape, our social expectations, and our cultural values.

Streets for people are those that are enjoyable no matter how you move – as a pedestrian, as a cyclist, as a motorist, or as something else – and regardless of your age or ability. These are public places that care about comfort including universal accessibility, shade, lighting, art, trees, and places to linger and rest. Streets for people are defined by what our community needs, rather than by what our vehicles need.

The shift of Boucherie Road from a busy rural road to an attractive, multi-use “Wine Trail” demonstrates how connector roads become streets for people.

WHAT WE SEE IN 2040:

- ▶ A shift in how we view and use our road rights-of-way, not as places for vehicles, but as places for people – beautiful, multi-functional public corridors that allocate space for all, in both new and established neighbourhoods
- ▶ Arterial and collector roads transitioned into attractive streets for people
- ▶ Well-maintained corridors that are clean, safe, and inviting
- ▶ A welcoming and attractive experience of our city when experiencing it from Highway 97
- ▶ Allocation of public street space for its highest and best use for the community: whether for pedestrians, cyclists, vehicles, plazas, or other elements



COLLABORATING WITH OUR CENTRAL OKANAGAN NEIGHBOURS

West Kelowna's success will be realized alongside the success of our neighbours.

West Kelowna and Westbank First Nation are intrinsically connected, providing many opportunities for collaboration that will support the success of both communities. We envision this relationship continuing to strengthen as we collaborate in the future.

We are fortunate to share resources and experiences with our neighbours, including Kelowna's urban centre just across Okanagan Lake. Our goal is not to duplicate, but to position our city to uniquely contribute to this broader region.

Working together with all Central Okanagan communities means we can align our plans and create networks that bring our region together. A strong region means our businesses and entrepreneurs will thrive and all Central Okanagan communities will enjoy the prosperity achieved.

WHAT WE SEE IN 2040:

- ▶ A shared understanding with Westbank First Nation about heritage, what it means to our communities, and collaboration to share and align our respective future plans
- ▶ Regular sharing of knowledge and resources between the region's communities
- ▶ A West Kelowna that has strong ties to our neighbours, but has our own unique character
- ▶ Global recognition of the Okanagan Region as a destination to the benefit of all communities
- ▶ An inter-city transportation network that efficiently links residents in all communities to the resources of the others
- ▶ Collaborations that deliver projects that benefit all residents



GROWING OUR CULTURAL SCENE TO CONNECT US WITH ONE ANOTHER AND OUR COMMUNITY

Culture connects us and defines us. It is about our history, values, and beliefs and evolves over time. West Kelowna recognizes the contributions that creativity, innovation, arts, and culture make to a healthy community and sees many opportunities to celebrate both West Kelowna's history and its future.

Building culture into our planning and decision-making will help define our unique "sense of place." Supporting a vibrant arts and culture scene will strengthen our city's economy, improve quality of life, and enhance community pride.

WHAT WE SEE IN 2040:

- ▶ Celebration of the culture of the Syilx / Okanagan peoples
- ▶ Encouragement for all people to share and celebrate their culture
- ▶ Continuation of celebrations like Music in the Park, Westside Daze, and the Winter Light-up, in addition to new events that bring our communities together
- ▶ A hub or hubs in our city where cultural activities and programs take place
- ▶ Partnerships with neighbours, service organizations, private sector, the school district, and others to help increase arts and culture opportunities
- ▶ Visible art woven through the community sparking conversation, sharing stories, and enriching our public spaces
- ▶ An environment that is welcoming and attractive to people in the arts community

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our Connectivity**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

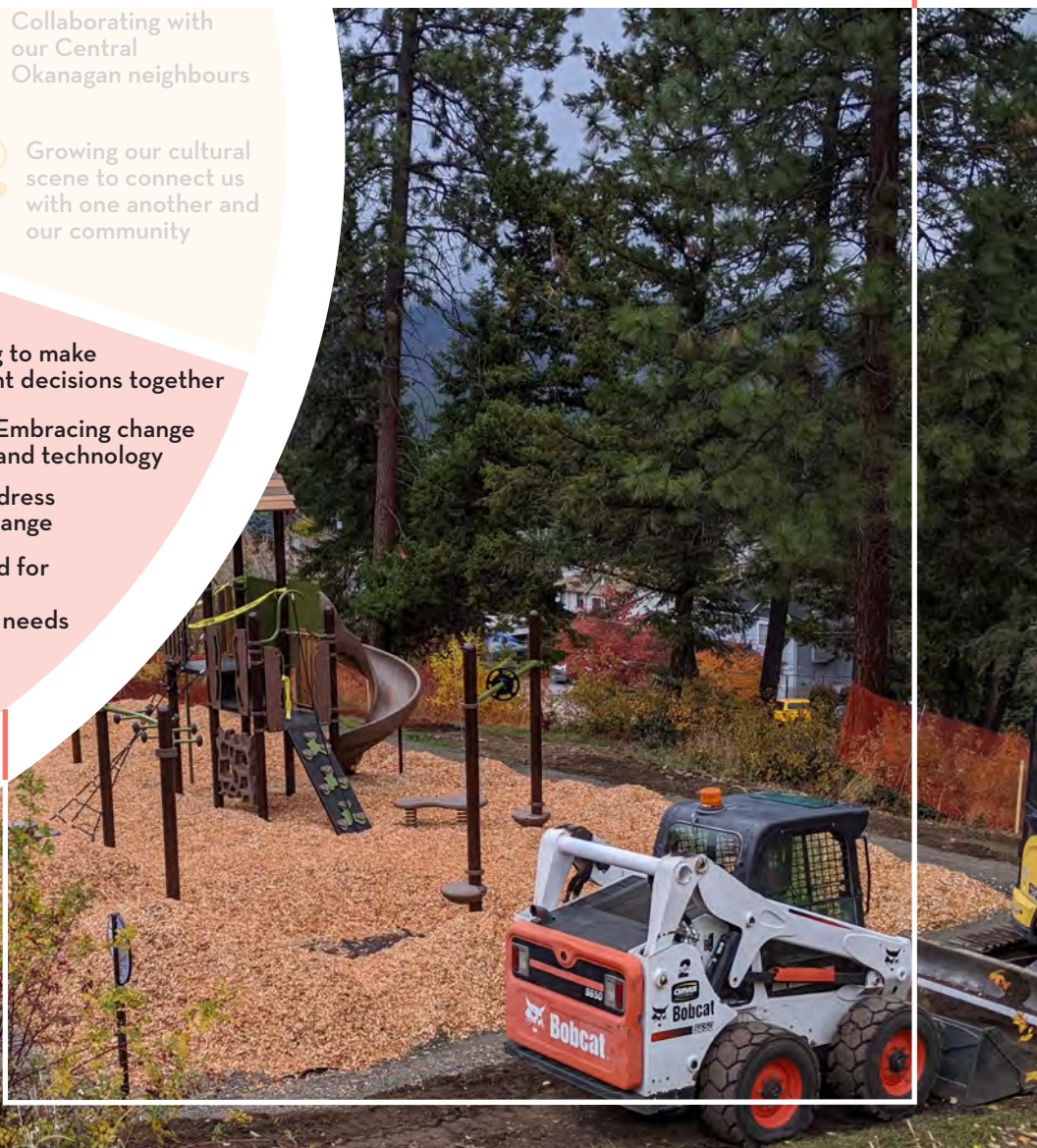
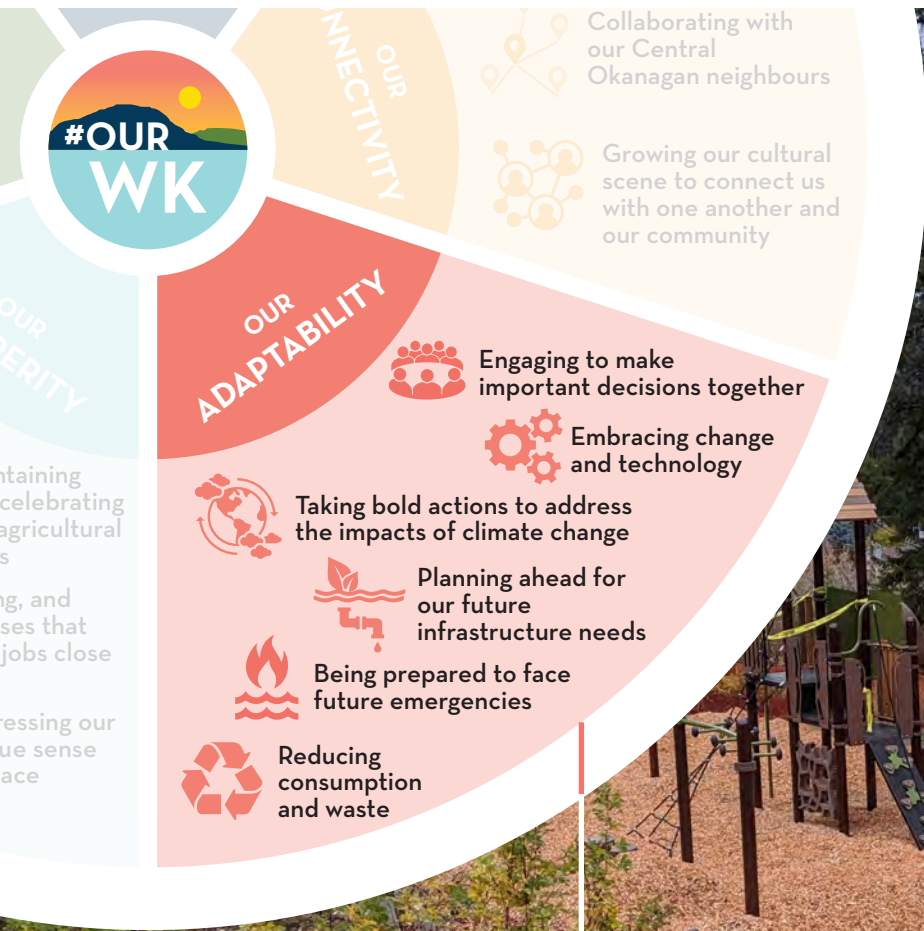
- ▶ More people using sustainable modes of transportation like walking, cycling, transit, or zero-emission vehicles instead of fossil-fuel vehicles to travel around the community
- ▶ More sidewalks and bike lanes within and connecting all neighbourhoods
- ▶ Enhanced transit that operates with higher frequency and to more local destinations
- ▶ More people using transit
- ▶ More streets that are beautiful and comfortable places to be
- ▶ Projects and initiatives in collaboration with Westbank First Nation
- ▶ Regional initiatives that lead to shared improvements
- ▶ More arts and culture events in West Kelowna
- ▶ More visible art throughout West Kelowna
- ▶ More facilities for arts and cultural activities and programs
- ▶ A greater understanding and appreciation of all cultures
- ▶ More jobs related to arts and culture in the community



OUR ADAPTABILITY

“ Nature is important to our wellbeing as humans and having these resources is a gift. ”

- #OURWK Participant





ENGAGING TO MAKE IMPORTANT DECISIONS TOGETHER

West Kelowna is a community that cares about its future and wants to be involved in decisions that affect it. Decisions to come will affect our city – new development, infrastructure changes, transportation updates, and more will have profound and lasting effects.

The community has worked together to create a Community Vision and we are all accountable for its thoughtful implementation. Yet exactly how this vision is achieved will be determined through each step we take in the future. Some of these steps are yet to be revealed to us, and we'll need to reflect on how choices made at these decision points keep us on our desired path forward.

At times, our opinions will differ. Working together with integrity and respect to tackle difficult choices through engagement, collaboration, and compromise will be key to pursuing the best possible outcomes for our community's future.

WHAT WE SEE IN 2040:

- ▶ Ongoing use of this Community Vision to evaluate new ideas and pursue those that will take us in the direction we wish to go
- ▶ Respectful and informed community dialogue that welcomes public input on all important decisions
- ▶ Decision making that demonstrates integrity and respect for plans that have been created as a community
- ▶ Responsive leadership that adapts quickly to address community concerns and challenges that arise



EMBRACING CHANGE AND TECHNOLOGY

Historical practices have assumed that the future is singular and predictable. Today we can see this is not the case – our technological advances, societal differences, environmental shifts, and new business models are rapidly shifting predictions making our future less certain. Having experienced emergencies like the COVID-19 pandemic and natural disasters like wildfires and flooding, West Kelowna residents know that unplanned events occur. How we react and adapt to these events is critical.

In the coming years, pro-activity will be essential. Creating a bold vision – saying no to some ideas that do not fit that vision, but being prepared to say yes and moving fast when a new idea does – will help us adapt in a changing world. Our community is focused on finding a balance that supports innovation and progress, while always respecting our shared vision for the future.

WHAT WE SEE IN 2040:

- ▶ A commitment to researching emerging innovation and technology to embrace new opportunities that fit our community
- ▶ A willingness to try innovative pilot projects that allow us to learn, adapt, and improve
- ▶ Proactive adoption of new technologies that strongly support our commitments to addressing climate change, enhancing livability, and investing in our economy and our people



TAKING BOLD ACTIONS TO ADDRESS THE IMPACTS OF CLIMATE CHANGE

Our climate is changing and we need to prepare to protect people, businesses, and infrastructure. Major weather events including extreme droughts, wildfires, heavy storms, and flooding, have been part of our recent past – and more climate change impacts can be anticipated.

Our community is ready to take action! The efforts of government and agencies, individuals, businesses, and industries will help protect our precious environment. Climate change will be at the forefront as we prepare for our future.

WHAT WE SEE IN 2040:

- ▶ A reduction in greenhouse gas emissions in our community, even as our population grows
- ▶ Buildings and landscapes designed and developed following high green design and climate conscious standards
- ▶ A shift to clean energy sources along with necessary infrastructure upgrades to make these sources widely available and sustainable
- ▶ A reduction in energy and water consumption by individuals and our community overall
- ▶ Long-term protection of environmentally-sensitive areas including natural watercourses, lakeshores, wetlands, and hillsides
- ▶ Elimination or reduction of practices that cause damage to our environment
- ▶ Green stormwater management that cleans and infiltrates our run-off naturally
- ▶ Bold commitments from all – the City, senior governments, developers, community groups, and residents – to make climate conscious choices and commit to our role in the global context



BEING PREPARED TO FACE FUTURE EMERGENCIES

Having experienced emergencies like flooding and wildfires, West Kelowna residents understand the impacts of natural disaster. As we've seen with the COVID-19 pandemic, there are also potential future threats that we can't fully predict. Through these experiences, cumulative knowledge is being built and we can use this knowledge to prepare for the future.

Emergency preparedness is about being ready and able to respond quickly and effectively in the event of an emergency. It is also about how well a community is able to recover and rebuild after an immediate threat has passed and adapting to create a more resilient community that reduces potential future risks. Being prepared helps individuals, businesses, and government respond to what comes their way.

WHAT WE SEE IN 2040:

- ▶ Learnings from previous events and from the experiences of others being used to prepare us for the future
- ▶ Proactive planning and actions being taken by both the community and by individuals, such as fire smart and flood planning best practices, that reduce risk related to natural or human-made disasters
- ▶ Emergency access / egress within all West Kelowna neighbourhoods
- ▶ Continuing regional collaboration and communications that support emergency response for all communities



PLANNING AHEAD FOR OUR FUTURE INFRASTRUCTURE NEEDS

Our infrastructure – our water, sewer, stormwater, communications, and energy networks – are the bones of our community. They support us. As a previously rural area that has grown into a city, much of West Kelowna's infrastructure was constructed earlier and to a rural standard. As we become a more modern and urban community, our infrastructure needs have evolved.

While water quality issues have been a focus in previous years, the Rose Valley Water Treatment Plant will modernize our drinking water system. Continuing this process of renewal will help keep our city running smoothly.

The cost of building, operating, and maintaining infrastructure is one of the highest costs a community faces. Our community wishes to plan ahead so that new investments are added equitably and efficiently.

WHAT WE SEE IN 2040:

- ▶ Leading assessments, forecasting, and life cycle planning practices for city infrastructure to predict our infrastructure needs, set aside necessary space and resources, leverage funding, and equitably share costs
- ▶ Upgraded infrastructure that meets current standards and is designed to accommodate future needs, including consideration of climate change and population growth
- ▶ Integration of emerging technologies that position West Kelowna as an attractive place for businesses and residents
- ▶ Efficient servicing a key consideration in planning for all new development
- ▶ Efficiency and conservation efforts by all to reduce demand and allow our investments in infrastructure to be as efficient as possible



REDUCING CONSUMPTION AND WASTE

Current human lifestyles can generate large amounts of waste. But it doesn't have to stay this way. Often we take resources from the ground, make products to use, and when we no longer want them, throw them away. This system of take-make-waste consumes a lot of resources, energy, and space. But communities and citizens around the world are changing how we view goods and waste.

Shifting to a circular economy that removes waste and pollution means keeping products and materials in use through reusing, recycling, and repurposing. There are potential efforts at all levels – regional, local, and individual – that can reduce waste and West Kelowna citizens are ready to embrace their role in this process.

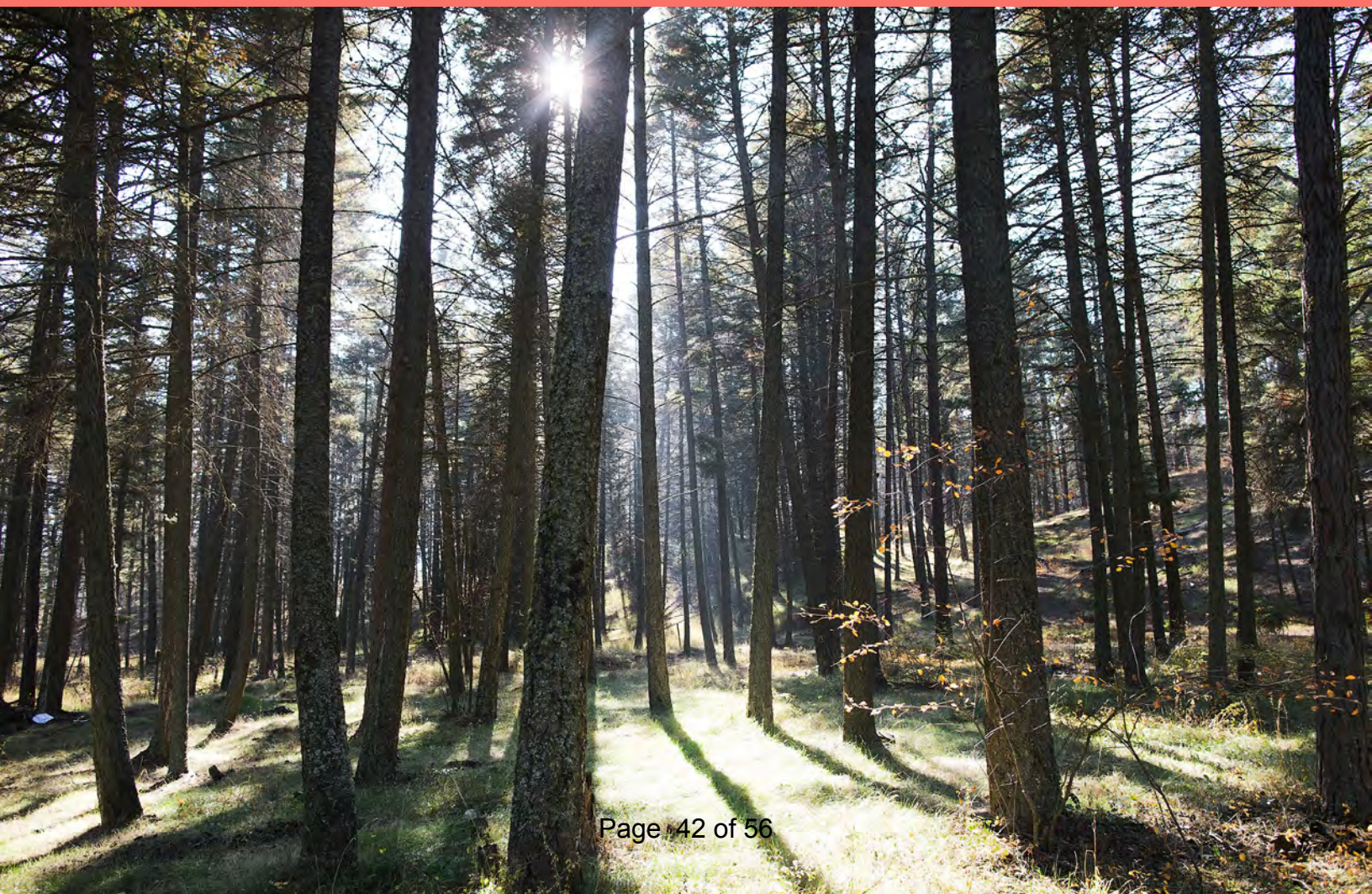
WHAT WE SEE IN 2040:

- ▶ Excellent waste diversion programs including public composting and enhanced recycling that make it easier for people and businesses to participate in reducing their waste
- ▶ Increased understanding about the value of waste reduction and what can be done at the individual or organizational level to minimize waste generation
- ▶ Elimination of illegal dumping and littering that impacts our environment and visual landscape
- ▶ A circular economy that values the reuse of materials and resources

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our Adaptability**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

- ▶ Reduced community risk and impacts from flood, wildfire, or other natural or man-made disasters
- ▶ Thoughtful exploration of innovative ideas and active pursuit of those that support the Community Vision
- ▶ Reduced greenhouse gas emissions, even as the population grows
- ▶ New developments built to high green-building standards
- ▶ Shifts to renewable energy sources
- ▶ Reduced energy and water consumption per capita
- ▶ More stormwater run-off being captured and treated naturally
- ▶ Environmentally sensitive areas being protected in perpetuity
- ▶ Our city being recognized for leadership in sustainable practices
- ▶ Forecasts and plans for renewal of infrastructure
- ▶ High water quality
- ▶ Reduced waste generation
- ▶ Reduced littering and illegal dumping



“

I absolutely love the idea of West Kelowna being recognized as a modern agricultural city. Thriving business, lots of opportunity to play, cleanliness, are all in a city that embraces agriculture.

- #OURWK Participant



OUR PROSPERITY

“ One of the beauties of this area is looking over pastures and orchards and the food security that it can bring.

- #OURWK Participant





COLLABORATING TO STEWARD THESE LANDS AND WATERS

The lands and waters that sustain West Kelowna must be protected. The area has a fragile and productive system that exists only because of natural areas, lakes, and streams. The Syilx Nation Siw̓łkʷ (Water) Declaration shows that water is life-giving and must be cared for above all else in order for life to be sustained.

We will advance our collective knowledge about stewardship and living in harmony with these lands and waters. Learning to be better stewards is essential to a resilient and harmonious future.

WHAT WE SEE IN 2040:

- ▶ A shared understanding of this environment and active stewardship of the lands and waters that sustain us
- ▶ Collaboration with Westbank First Nation to share knowledge and work together for healthy lands and waters
- ▶ Ongoing collaboration with regional bodies to recognize the inherent connectivity of natural systems
- ▶ Healthy, natural watercourses and water bodies that are protected, restored, and enhanced
- ▶ An abundance of trees and vegetation intermixed into our urban environment providing shade, habitat, and beauty
- ▶ More pervious landscapes that help absorb rainwater and stormwater, reducing run-off and maintaining our natural cycles



MAINTAINING AND CELEBRATING OUR AGRICULTURAL ROOTS

West Kelowna's unique mix of farmland and city means agriculture is a visible part of our urban fabric. Few communities can boast having active farmland within a half kilometre of their downtown core. West Kelowna's agricultural character is highly valued by the community and is considered central to the city's long-term success.

In recent years, the wine, cider, brewery, farm-gate, and orchard industries have bloomed and initiatives like the Westside Farm Loop and Westside Wine Trail have increased visibility of these resources. This has added to the modern agricultural charm of West Kelowna and created a momentum that has brought more agricultural properties back into active production. Continued protection and celebration of agricultural character is fundamental to our future.

WHAT WE SEE IN 2040:

- ▶ Agricultural lands remain abundant and mixed into the community
- ▶ West Kelowna is even more well known for its urban agricultural charm
- ▶ Our agricultural lands are active with modern and sustainable farming practices
- ▶ There is a strong community connection to food with locally-produced food abundantly available year-round and an understanding of how it is produced
- ▶ Attractive and mutually-beneficial interfaces between agriculture and residential uses and positive relationships between neighbours, acknowledging the unique, integrated nature of West Kelowna



INTEGRATING OUR INDUSTRIAL ECONOMY

Industry, including forestry and aggregate extraction, are core employment drivers for West Kelowna providing many good jobs right in the city. Continuing to protect industrial lands supports a diversified and active economy.

People understand the importance of industry and wish to see industrial businesses that are efficient, environmentally-sustainable, and supportive of the West Kelowna community. Of keen interest is understanding the long-term and phased evolution of resource extraction areas to envision how changing industries will evolve.

WHAT WE SEE IN 2040:

- ▶ Continuation of industrial lands providing many local jobs, with plans in place to direct a long-term and sustainable future that supports the evolution and innovation of the industrial sector
- ▶ All industries and businesses following environmental best practices that respect these lands and waters
- ▶ Industrial practices and interfaces between industrial lands and other uses that respect the integrated nature of West Kelowna



ATTRACTING, RETAINING, & EXPANDING BUSINESSES THAT CREATE MEANINGFUL JOBS CLOSE TO HOME

Today, a number of West Kelowna's workforce leave the city for employment. However, recent business license trends have shown new businesses opening in our city. In addition, "work from home" options are increasingly viable and popular, providing attractive opportunities for people to live and work here. Attracting, retaining, and expanding businesses within West Kelowna has many benefits: more jobs, reduced commutes, increased tax-base, and more amenities.

While West Kelowna is not yet well-known as a hub for professional and commercial services, many of the seeds are in place for this to emerge in the coming years. A particular existing strength for our community to build upon is our diverse economy that helps us weather global economic trends and changes.

WHAT WE SEE IN 2040:

- ▶ Westbank and Boucherie Centres are central employment destinations that complement neighbouring centres and attract a wide range of businesses and entrepreneurs, adding employment opportunities within West Kelowna and the region
- ▶ Policies, resources, and networks that support working from home and help connect this growing business segment
- ▶ The city's quality of life indicators like housing options, attractive design, sense of place, walkability, and recreational assets attracting and retaining businesses and individuals
- ▶ Our transportation network making it easy to get to work, shopping, and destinations
- ▶ Small businesses and entrepreneurs viewing West Kelowna as a supportive place to do business



EXPRESSING OUR UNIQUE SENSE OF PLACE

We are many things to many people. West Kelowna has a wide range of unique and authentic elements – an integrated agricultural fabric; a stunning Okanagan Lake waterfront; a growing wine, cider, and brew culture; trails and adventures at our fingertips; and much, much more. Expressing this unique sense of place means harnessing our assets and communicating them in a way that really calls to people. Communities with a strong sense of place share characteristics like walkability, vibrant public areas, high-quality buildings, attractive gateways, active waterfronts, and experiences that draw people to visit. We need to embrace, build upon, and share what makes West Kelowna so special.

As an attractive location, West Kelowna can strive for high standards in design and building that support the Community Vision and continue to elevate the city's attractiveness. Cultivating the essence of West Kelowna and marketing it in a way that sets it apart will support tourism, livability, and attraction of bright talent.

WHAT WE SEE IN 2040:

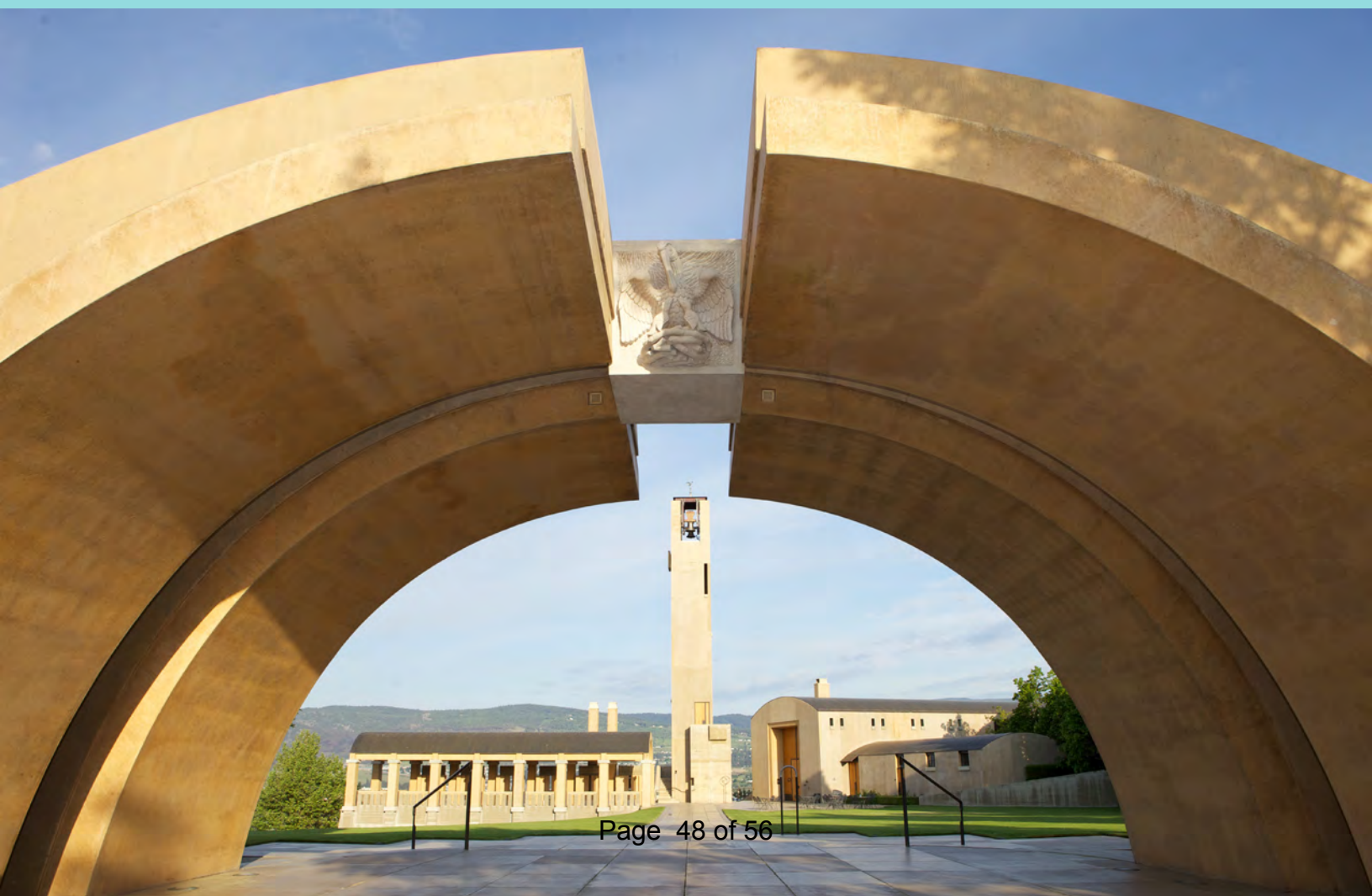
- ▶ Attractive spaces and buildings that make the city stand out
- ▶ Active tourism promotion and marketing that invites both residents and visitors to experience all of West Kelowna
- ▶ A clear identity so that everyone knows when they've arrived in our city
- ▶ Agriculture front and centre in the city's identity, with examples such as an enhanced community market space and a strong winery, cidery, brewery, and distillery industry
- ▶ Attractive and welcoming city gateways and corridors that make a great first impression and encourage people to linger



SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our Prosperity**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

- ▶ Enhanced natural areas, watercourses, and lakes
- ▶ More urban trees and green spaces throughout the city
- ▶ Agricultural lands being actively and sustainably farmed
- ▶ Continued economic diversity that provides a range of quality employment opportunities close to home
- ▶ A positive interface between agricultural and/or industrial uses and residential uses
- ▶ Recognition of Westbank and Boucherie Centres as thriving employment centres
- ▶ More employment opportunities in West Kelowna
- ▶ New and unique businesses opening in the city
- ▶ West Kelowna recognized as a unique destination
- ▶ More tourists visiting and staying in West Kelowna
- ▶ More experiences and products that draw people to our community
- ▶ An improved first impression when people arrive in West Kelowna



“

The urban / agricultural blend so evident in West Kelowna is precisely what draws me to the area. With anticipated population growth in the coming years and imagined expansion of housing builds, continued and possibly enhanced support for agricultural initiatives will be paramount to keeping this balance.

- #OURWK Participant

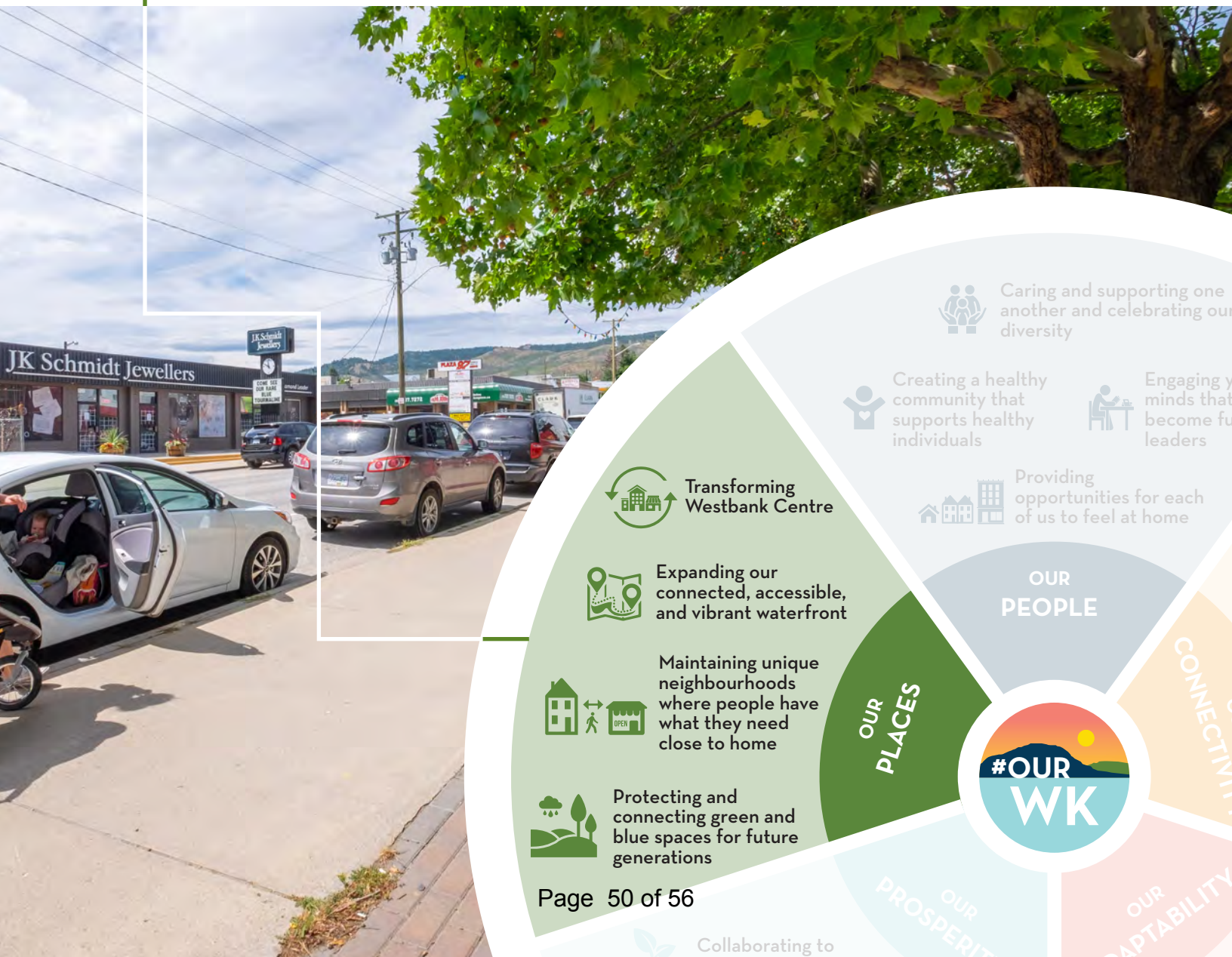


OUR PLACES

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I own a business and building on Main Street in West Kelowna. I take pride in it and I would like to see real improvements to the downtown area.

- #OURWK Participant





TRANSFORMING WESTBANK CENTRE

Westbank Centre is our downtown. Envisioned is its transition from an auto-oriented area into a walkable, clean, and bustling city centre. While recent development has supported more living, the business core continues to see challenges.

There are many concerns about the impacts of the Highway 97 couplet on Westbank Centre and a feeling that improvements are needed. Changes to Highway 97 are multi-jurisdictional and complex, and will take time and innovation to advance. Equally important is taking action now to support visible progress through key investments and desirable new development that are catalysts towards transformational change.

Westbank Centre is envisioned as a place where people come together. Ideas like a central market, an arts and culture centre, great plaza spaces, and an enhanced civic precinct are suggested to increase activity, employment, and services. A pedestrian-focused environment will help to create an inviting and animated Westbank Centre.

WHAT WE SEE IN 2040:

- ▶ More people living in, working in, and visiting Westbank Centre due to a mix of quality residences, businesses, destinations, and open spaces and an attractive character
- ▶ A significant reduction in the impacts of Highway 97 on Westbank Centre
- ▶ A beautiful, walkable, safe, clean, and inclusive downtown that is easy to get to using any transportation option
- ▶ Destinations and businesses that attract people to experience Westbank Centre
- ▶ New, well-designed, mixed-use development that adds character and sense of place
- ▶ An attractive environment for businesses



EXPANDING OUR CONNECTED, ACCESSIBLE, AND VIBRANT WATERFRONT

West Kelowna's Okanagan Lake waterfront is a source of pride for the community – with the Gellatly Recreation Corridor and CNR Wharf jewels in our city. People envision family-friendly destinations linked along the entire waterfront – connecting eventually all the way from the Bennett Bridge to Peachland and beyond.

Key challenges for West Kelowna's Gellatly Bay area include its limited land area, parking availability, lack of connectivity to other parts of the community, and lack of access to amenities like food. Input throughout the process suggested that some shops, restaurants, or key services would be a welcome addition, along with more options for accessing the area without a vehicle. However, protecting the character of Gellatly Bay cannot be understated. Any changes must be carefully fit, so that the essence of this special area is maintained.

WHAT WE SEE IN 2040:

- ▶ A continuous active transportation route from Bennett Bridge to Peachland and beyond
- ▶ Public access to more of West Kelowna's lakes and waterfront areas
- ▶ A linked blueway along the shoreline that encourages people to swim, paddle, and experience West Kelowna by water
- ▶ A Gellatly Village that brings a mix of viable small-scale cafes or shops to the waterfront area, carefully balanced with protection of the valued waterfront character, recreation opportunities, and views
- ▶ Strong multi-modal transportation connections to the waterfront from Westbank Centre and other parts of West Kelowna and creative efforts to address the challenges of limited parking and road capacity

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MAINTAINING UNIQUE NEIGHBOURHOODS WHERE PEOPLE HAVE WHAT THEY NEED CLOSE TO HOME

With a rural past, West Kelowna has grown around unique neighbourhoods that are well-loved and characterize the city. Protecting this essence as neighbourhoods evolve is important.

Small neighbourhood centres with services like groceries make it easy for residents to find their daily needs close to home – in turn decreasing car trips through the community and beyond. Businesses rely on residents who live nearby and small mixed use centres like Lakeview Village that selectively add living alongside key services will help support thriving businesses and healthy, walkable neighbourhoods. Opportunities exist to create unique neighbourhood hubs or simple key amenities that align with the unique scale and character of different West Kelowna neighbourhoods.

WHAT WE SEE IN 2040:

- ▶ Our unique neighbourhood identities maintained, with connections that link each one to our larger community
- ▶ Small neighbourhood centres with essential services within walking distance for many residents, but that do not detract from other commercial centres like Westbank Centre
- ▶ Sensitive, well-designed infill in neighbourhoods that bring new housing options, employment, and public spaces
- ▶ New housing that is balanced with ample green space and that respects the scale and character of its neighbours
- ▶ Safe, walkable neighbourhoods with great public spaces and programs that support neighbourhood connections



PROTECTING AND CONNECTING GREEN & BLUE SPACES FOR FUTURE GENERATIONS

Green spaces like forests, hillsides, parks and trails and blue spaces like lakes, wetlands, and streams are highly valued by West Kelowna residents. Outdoor adventure – from hiking and mountain biking to swimming and paddling – is core to who we are. The ecosystems, habitat, and clean air supported by our green and blue spaces are vital to our quality of life. The connections we forge with one another and with our community often happen in these special places.

A priority for the community is securing future green and blue spaces, especially as development occurs. Continuing to identify and allocate high-quality park lands, greenways, and waterfront will help provide community residents with great places to play and to connect with nature and with one another, even as the population grows. These spaces will be a legacy for our future.

WHAT WE SEE IN 2040:

- ▶ Compact, thoughtful development that maximizes protected green and blue spaces, viewscales, and access points
- ▶ An expanded and equitable network of secured and protected open spaces that provide people access to nature and recreation in all neighbourhoods
- ▶ An integrated network of green and blue linkages for wildlife, water, and people
- ▶ New amenities like play spaces that support residents living in compact development areas
- ▶ A reputation as a place for fresh air experiences where all levels of explorers can find their next great adventure

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our Places**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

- ▶ New commercial and mixed-use development in Westbank Centre
- ▶ An improved relationship between Highway 97 and Westbank Centre
- ▶ New destinations in Westbank Centre that attract people to visit
- ▶ A first impression that encourages people to stop and explore Westbank Centre
- ▶ Increased walkability of Westbank Centre
- ▶ Growing professional employment and retail services in Westbank Centre
- ▶ Extension of the waterfront recreation corridor
- ▶ More public waterfront access
- ▶ Better transportation connections to the waterfront
- ▶ Neighbourhood centres with services throughout the community
- ▶ Fewer trips being made by vehicle to jobs and essential services
- ▶ Growth sensitively added throughout the community
- ▶ An expanded network of interconnected green and blue spaces throughout the community



NEXT STEPS

#OURWK is a simple idea: figure out what we want to achieve and then get it done.

This Community Vision is the first step – identifying **what** we'd like to achieve for our future. Next it's time to focus on **how** to achieve it – leading us to the next step: the Official Community Plan (OCP) Update.

FROM A COMMUNITY VISION TO FOCUSED DIRECTIONS

The #OURWK Community Vision is the beginning of a process to plan collaboratively for a prosperous, attractive, and sustainable West Kelowna. Moving forward from a vision to plans and then to actions will realize the vision we have created together.

Building on what's been achieved through #OURWK so far, the Official Community Plan will outline the choices we will make to set us on a course towards our desired future. The OCP will describe how we will design, build, and animate our city.

The OCP will confirm what we will continue to do and the new initiatives that are needed to support our Community Vision. Through this process, the City will continue to engage the community, building our future West Kelowna together.

SETTING PRIORITIES

We cannot achieve all our dreams at once. Logical, thoughtful actions will be critical to sustained progress. The OCP will begin to outline key steps and the Strategic Priorities of Council will choose which steps to take when on our journey towards our future.

MONITORING CHANGE

As we move forward we'll want to keep tabs on how we're doing. There is value in seeing how our collective efforts are moving us towards our vision. Monitoring allows us to look back, take stock, and shift directions so our efforts keep us on the right path. The Community Vision includes "Signs of Success" that outline a broad list of items we could choose to monitor in the future. An important component of the OCP will be developing and refining a monitoring system that will help us mark our progress.

Let's make great things happen in #OURWK!



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I hope to see improvements in
our growing community :)

- #OURWK Youth Participant





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