

About the Housing Strategy

The City of West Kelowna is preparing a Housing Strategy to address local housing needs through achievable and collaborative policy and actions. The Housing Strategy identifies a set of strategies and actions to improve housing throughout the community.

While this Housing Strategy outlines a roadmap for City action on housing, it acknowledges that improving housing outcomes in the community requires commitment and collaboration from the entire housing sector, including provincial and federal government, non-profit housing providers, and private developers. Successful outcomes also require the ongoing support and engagement of the broader community.

The City is inviting residents, stakeholders, and partners to provide feedback on the draft directions and strategies of the Housing Strategy. **The survey will be open from August 3rd to 23rd, 2023.**

We thank you for taking the time to provide your feedback on this important project.

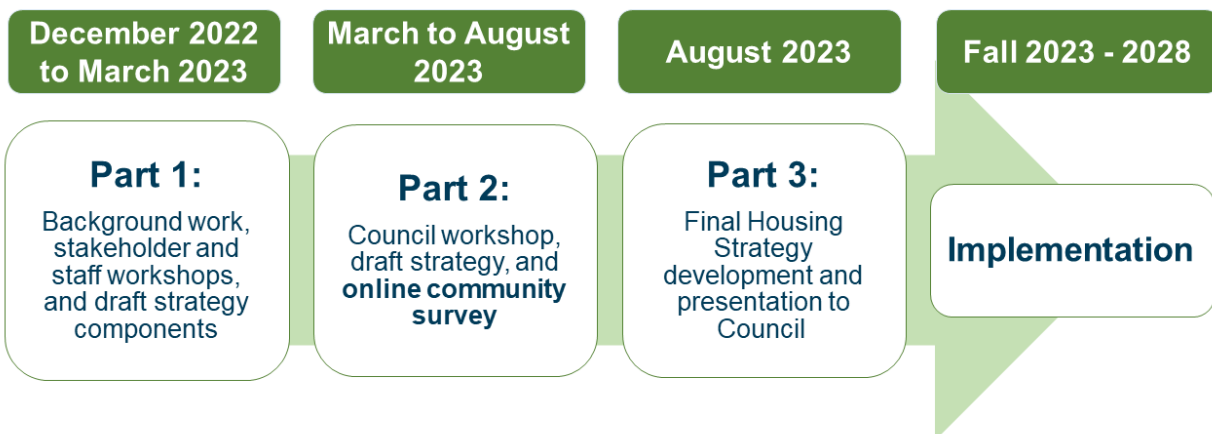
Linking the Housing Strategy to the Official Community Plan

The City of West Kelowna's Official Community Plan (OCP) 2020-2040 is a document intended to describe the City's long-term vision and include objectives and policies to help direct growth within the community. The Housing Strategy intends to complement the direction set out in the OCP by providing high level guidance towards future policy and bylaw development to accommodate growth that meets our community's diverse housing needs.

Non-Market vs Market Housing

Non-market housing includes types of housing subsidized through various operators, including governments and the non-profit sector. Non-market housing can range from supportive housing for those experiencing homelessness to below-market home ownership. Market housing is housing that exists for rent or sale at or near market rates in which no subsidies or restrictions exist.

Project Timeline



Demographics and Location

1. Please select your age category

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

2. Gender: How do you identify?

- Woman
- Man
- Non-binary/gender diverse
- Prefer not to say

3. What neighbourhood do you live in?



- Glenrosa
- Goats Peak/Gellatly
- Westbank Centre
- Westbank
- Smith Creek
- Shannon Lake
- Bartley North
- West Kelowna Business Park
- South Boucherie
- Boucherie Centre
- Lakeview Heights
- West Kelowna Estates/Rose Valley

- Casa Loma
- Westside Road/Bear Creek Road
- Westbank First Nation
- Outside West Kelowna
- N/A - I am responding to this survey on behalf of a community group, business or stakeholder body operating in West Kelowna or the Okanagan Region

4. Do you have children under the age of 18 living at home? Check all that apply.

- Yes, from 0 to 5 years
- Yes, from 6 to 12 years
- Yes, from 13 to 18 years
- No

5. Do you currently rent or own your home?

- Rent
- Own
- Neither rent or own (e.g., live rent free with parents or adult children)
- No fixed address

Housing Strategy Key Directions

The Draft Housing Strategy has identified the following key directions:

1. Create more opportunities for **non-market housing**.
2. Protect and increase **market rental housing**.
3. Support under-served demographic needs.
4. Create more options for housing throughout the community through more **diverse forms and densities**.

The key directions are high-level focuses for the City and are not intended to act as detailed actions or approaches. Each direction is accompanied by a series of strategies and actions.



Key Direction #1: Create more opportunities for non-market housing.

The rising cost of housing has created significant pressure for households earning low to moderate incomes, and many households are now priced out of the rental and homeownership markets. For these

households, non-market housing options are needed that provide rental at a lower cost and in line with local incomes.

This type of housing requires government subsidy, especially from the provincial and federal governments, and is typically operated by non-profit housing providers. Local governments can have a critical role in creating an enabling policy environment for this type of housing and reducing local costs where possible to increase the feasibility of these projects.

The strategies under Key Direction #1 focus on removing barriers to and creating incentives for the development of non-market housing.

Strategy 1.1 Create incentives for non-market housing development. This includes density bonusing, parking reductions, grants, and fast-tracked development approvals.

Strategy 1.2 Assess, use and acquire underutilized land for non-market housing. This includes the creation of a land acquisition strategy, pursuing external funding opportunities to acquire land for non-market housing, conducting a city-wide assessment to determine opportunities to engage landowners in key locations and any city-owned lands with capacity to accommodate housing.

Strategy 1.3 Dedicate staff resources to support building relationships and facilitating partnerships with non-profit housing organizations, provincial and federal government agencies.

- Are there any additional strategies you would like to see the City adopt to create more opportunities for non-market housing?
- Do you have any other comments about the key direction and strategies above?

Key Direction #2: Protect and increase market rental housing.

West Kelowna has a limited supply of purpose-built rental housing. Development of this housing type has increased in recent years but remains a challenge. Rental housing is also affected by demand for short-term rental accommodation, impacting the overall supply of long-term rental housing. As existing housing stock ages and faces redevelopment pressures, the City can put proactive policy in place to protect tenants who may face redevelopment and encourage that any redevelopment does not lead to a net loss of rental units.

The strategies for Key Direction #2 work to both increase the supply of market rental housing and create stronger protections for tenants and existing rental units.

Strategy 2.1 Create incentives for market rental housing. This includes density similar incentives to Strategy 1.1 but focused on attainable market rental housing.

Strategy 2.2 Introduce tenant and rental protection policies and regulations.

Strategy 2.3 Evaluate the impact of short term accommodations on rental supply.

- Are there any additional strategies you would like to see the City adopt to protect and increase the availability of attainable market rental housing in the community?
- Do you have any other comments about the key direction and strategies above?

Key Direction #3: Support under-served demographic needs.

The City’s Housing Needs Assessment (2022) identified that some households face greater challenges finding and maintaining housing. These include seniors, households with disabilities, and people experiencing homelessness, and households with lower incomes. Greater diversity of unit sizes was also identified as a need to support households at different stages of their lives.

The strategies below complement Key Directions #1 and #2 by identifying additional actions that can be taken by local government to support specific demographics.

Strategy 3.1. Identify priority housing types in the OCP to support the allocation of incentives and decision-making on proposed developments.

Strategy 3.2. Increase the supply of accessible and adaptable housing units.

Strategy 3.3. Increase shelter and housing options for people experiencing or at risk of homelessness.

Strategy 3.4. Increase community awareness of available housing supports through partnership with community and government service providers.

- Are there any additional strategies you would like to see the City adopt to support under-served demographics?
- Do you have any other comments about the key direction and strategies above?

Key Direction #4: Create more options for housing throughout the community through more diverse forms and densities.

In order to meet the diverse housing needs of City residents, a range of housing options need to be supplied. The City has a role to play in enabling diverse market housing options such as a range of densities, unit sizes, tenures, and levels of affordability.

The strategies in Key Direction #4 support a range of additional housing forms to meet the community’s diverse needs.

Strategy 4.1. Create an infill strategy to identify how to sensitively implement gentle density in low density residential areas. Infill refers to the rededication of land to new construction for additional housing units. Gentle density refers to a sensitive approach to infill that limits impacts to residential neighbourhoods.

Strategy 4.2. Increase awareness of existing infill options for homeowners through an information campaign.

Strategy 4.3. Encourage appropriate moderate and higher density forms where developments achieve City’s housing priorities.

Strategy 4.4. Create opportunities for new manufactured home development through the OCP and Zoning Bylaw.

- Are there any additional strategies you would like to see the City adopt to create a diverse range of housing options?
- Do you have any other comments about the key direction and strategies above?

- Are there any solutions, innovations, or strategies that you would like to see considered in West Kelowna's Housing Strategy?

Communications

6. Please rank the following statements (completely agree, somewhat agree, somewhat disagree, completely disagree)
 - The information provided was clear and easy to understand
 - I had an opportunity to share my views accurately
 - I understand how my input will be used
 - I felt that participating was a valuable experience
 - I learned something new

7. How did you hear about public consultation for the Draft Housing Strategy? (select all that apply)
 - Social media (Facebook, Twitter, Instagram etc.)
 - Local news (online, television, newspaper)
 - Communications from the City (e-news, Public Service Announcements, News Releases etc.)
 - In person – Information Session

Thank you for taking the time to complete this survey.