

OUR COMMUNITY VISION

2020-2040

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“

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.

- #OURWK Participant

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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

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:

a **vision** that describes what West Kelowna wants to become by 2040

five **foundational elements** that will be the focus for action and change to support the vision

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

signs of success that will show us that we’re making progress

an **invitation** for all West Kelowna community members to work together to make this vision come alive

next steps that connect this community vision to the City’s Official Community Plan update

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. 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 vision gives us a powerful lens for viewing and making 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!**

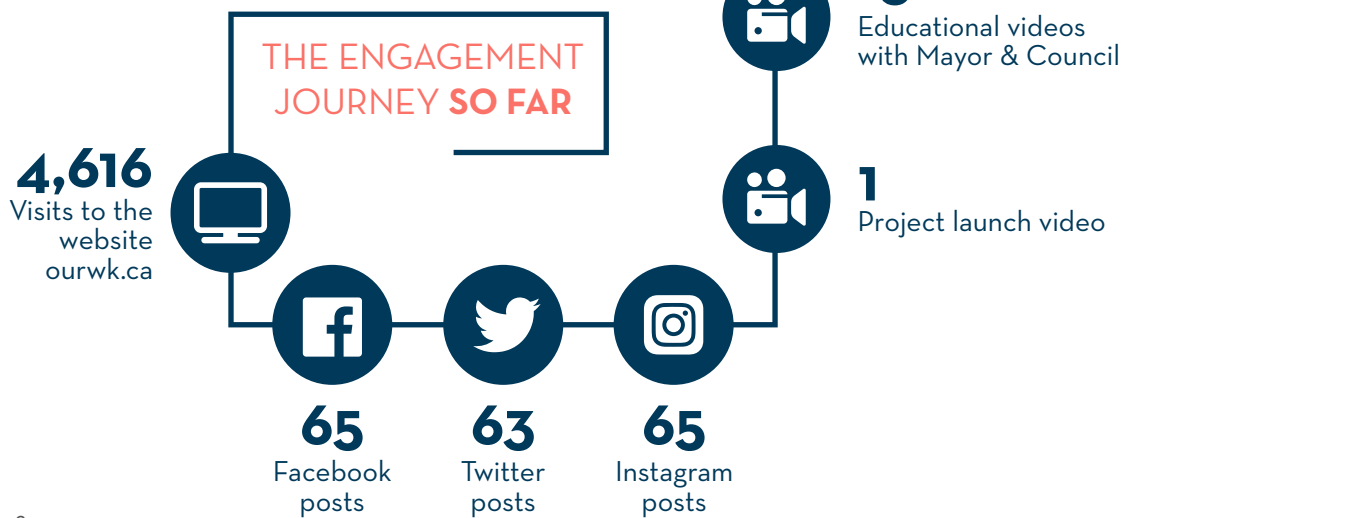
A COMMUNITY INSPIRED

We know we are better together than alone. West Kelowna's heart is our people. #OURWK brings together the passions and knowledge of individuals, groups, partners, neighbours, and the City to build a healthy and prosperous future.

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

#OURWK's first round of engagement took place between June 15 and September 21, 2020. With participants from each neighbourhood in the city we heard from young and old, newcomers and seasoned residents, and business-owners, students, workers, and neighbours. A second round of engagement is planned for Fall 2020 and will inform updates to this draft.

View the Round 1 Engagement Summary at ourwk.ca to see all that was shared.



Support from local organizations

Support from City hall front-line staff

Vehicle magnets on the City fleet



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

- #OURWK Participant

Ads in the Westside Weekly



Media releases



Email blasts to the City's mailing list



Announcements and updates by Mayor / Acting Mayors at Council Meetings



Letter from the Lakeview Heights Neighbourhood Association



29 Photo contest submissions



25 Vision postcard submissions



58 Participants in three Online Stakeholder Welcome Meetings



37 Participants in four Online Topic Meetings



5,290

Distinct inputs received (so far!)



1,409

Community Ideas Questionnaires completed



469

Weekly Topic Questionnaires completed



107

Written or drawn ideas in kids' activity booklets

AND THERE'S MORE TO COME. ROUND 2 ENGAGEMENT IS PLANNED FOR FALL 2020!

WEST KELOWNA'S VISION

OUR COMMUNITY VISION IS OUR DESIRED STATE FOR WEST KELOWNA IN 2040

We are a livable community – one where everyone can find their place to belong, their cozy home, and their opportunity to succeed. We are a model for thoughtful growth, welcoming newcomers while recognizing the character that long-time residents cherish.

We are in harmony with our neighbours, our region, these lands, and one another. We are connected. We have what we need close to home and we have sustainable transportation options that efficiently take us where we need to go.

We embrace change, choosing together how we adapt, face challenges, and evolve. We tackle the difficult challenges with determination and do our part to support a healthier world.

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

We care about quality. Our buildings, our infrastructure, our amenities, and our environment are thoughtfully planned and cared for, reducing risk, creating efficiency, and celebrating beauty.

We have found our distinct vibe and its energy runs through our places and our people, calling to the curious to explore what makes us uniquely West Kelowna. It pulses through our energized Westbank Centre, our inviting waterfront, and our unique, complete neighbourhoods. We have created a sense of place that each of us feels.

We are doing this together! It is #OURWK.



Destiny is not a matter of chance, but of choice.

Not something to wish for, but attain.

- William Jennings Bryan

FOUNDATIONAL ELEMENTS

The five **foundational elements** are the focus areas for achieving our vision. Together, they represent what is important for West Kelowna.

A STRONG FOUNDATION LEADS TO TRANSFORMATIONAL CHANGE

Each foundational element represents our hopes and ambitions, but it is the combination and intersections between them that will make our community truly whole.

OUR PEOPLE, as the heart of our community, sits at the top. West Kelowna wishes to be a place where you say hello to your neighbours. Where you raise your children. Where you live a lifetime surrounded by friends and family. We are creating a West Kelowna for all people.

OUR CONNECTIONS are how we get more out of our community. Our physical connections make it easy and enjoyable to move around and our social and spiritual connections link us within the region and with one another.

OUR ADAPTABILITY is how we embrace change and prepare ourselves to be successful. This is where we commit to making the best possible choices that will keep our city healthy and resilient for years to come.

OUR PROSPERITY is founded in the lands that sustain us and how we care for them. It's about creating opportunities for businesses and jobs that will provide good work and attract and retain new opportunity. It includes defining and capturing the essence of what West Kelowna is and sharing that with the world.

OUR PLACES are the neighbourhoods and destinations we love. This is where we commit to visible changes that tackle the issues that hold us back and catalyze improvements in places like Westbank Centre, our waterfront, and our compact neighbourhood centres.

“ 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 **key directions**, organized around the five foundational elements are our priorities for moving forward. They represent the challenges and opportunities we will focus on tackling 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 them all at once. Achieving great change requires focus and commitment to what's been identified as important to the community. Completing important steps demonstrates a commitment to our vision and inspires others – individuals, stakeholders, community organizations, developers, neighbours, and more – to get involved.

#OURWK has engaged people from across West Kelowna in a conversation 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 of the key directions – what we believe are important focal points for attention in order to make progress towards our Community Vision.

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

Franklin D. Roosevelt

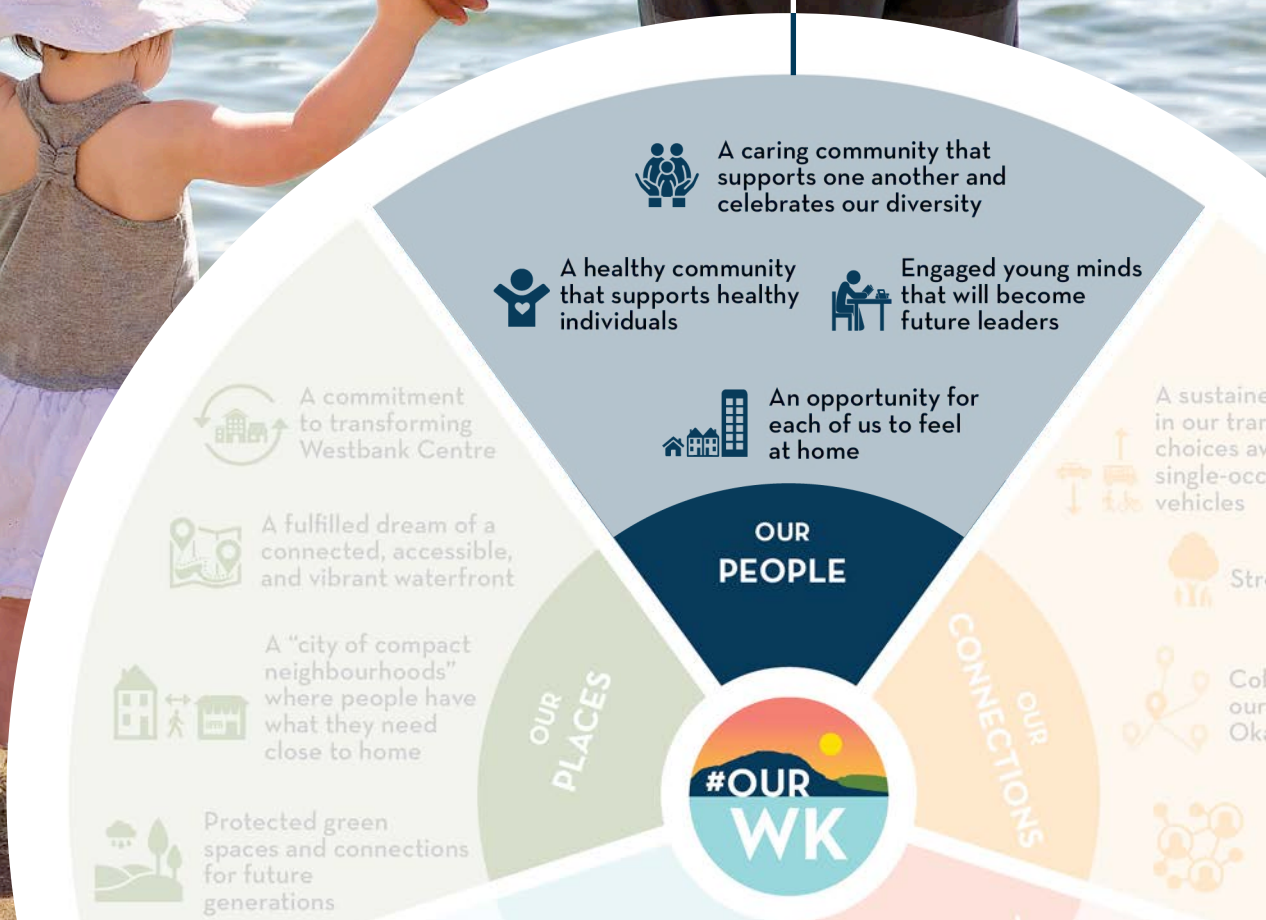
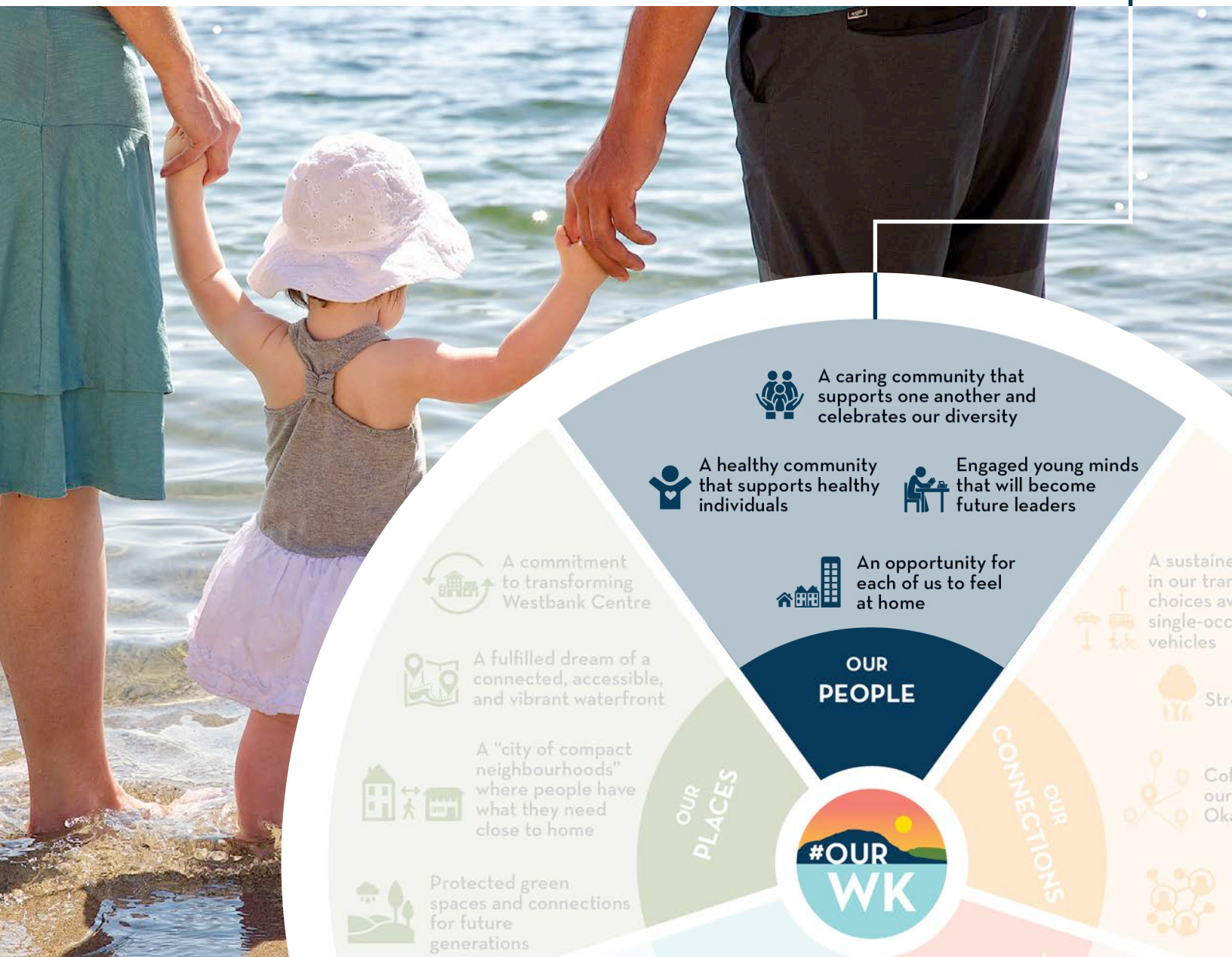


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OUR PEOPLE

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

- #OURWK Participant





A CARING COMMUNITY THAT SUPPORTS ONE ANOTHER AND CELEBRATES 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 diversity builds community spirit and engages all citizens in the success of our city. A sense of belonging is essential to 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 to advance the equality and inclusiveness for all people to live their best lives is imperative to achieving livability for all.

WHAT WE SEE IN 2040:

- ▶ Public and private spaces built to be accessible and welcoming to all
- ▶ An absence of systemic discrimination that excludes people based on race, nationality, gender, sexual orientation, religion, economic status, physical or mental ability
- ▶ Continuation on the journey of reconciliation between Indigenous and non-Indigenous communities
- ▶ Opportunities for sharing culture and diversity through events and celebrations
- ▶ A network that welcomes newcomers to the community and helps them successfully navigate their way into the fabric of neighbourhoods and the workforce
- ▶ Resources that support families like access to affordable daycare and programs

BUILDING BLOCKS:

- ▶ The City of West Kelowna and Westbank First Nation have been collaborating to understand and address homelessness including a point-in-time count and seeking housing opportunities to support people experiencing homelessness



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 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, along with support for mental health and well-being through access to green space, recreation, programs, community connections, and health services.

Recreation connects us through sport, leisure, and play. Access to recreation is shown to encourage healthy living, reduce crime, and build social connections. As we look ahead, investing wisely in high-quality facilities that make recreation and leisure available to all will be important.

WHAT WE SEE IN 2040:

- ▶ A health precinct that attracts more health services to a central, local area
- ▶ More residents accessing health services in West Kelowna
- ▶ Opportunities for our most mature residents to live, work, and enjoy leisure as they age in place in their neighbourhoods
- ▶ Places for gathering in every neighbourhood
- ▶ A connected local food network that increases food security and provides access to fresh, local food in all neighbourhoods
- ▶ Modern recreation facilities that are easy to access for all residents and continue to meet the needs of a growing population

BUILDING BLOCKS:

- ▶ A new urgent and primary care centre has been opened in West Kelowna

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ENGAGED YOUNG MINDS THAT WILL BECOME FUTURE LEADERS

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

The growing Okanagan College and Okanagan campuses for UBC and BCIT in Kelowna are providing more post-secondary opportunities close to home and the community would like to see more opportunities in and near West Kelowna that provide quality educational and training opportunities.

WHAT WE SEE IN 2040:

- ▶ Young citizens regularly engaging in civic processes and planning and seeing changes that are the result of their involvement
- ▶ Multi-generational programs that connect children and older adults to support mutual well-being and transfer of knowledge
- ▶ Educational opportunities that connect children with the lands that sustain them
- ▶ More opportunities to pursue post-secondary training or education while remaining in West Kelowna
- ▶ Employment opportunities that are attractive to youth and young adults

BUILDING BLOCKS:

- ▶ Since 2011, the West Kelowna Mayor’s Youth Forum has been an annual event bringing together students with local politicians to discuss issues that matter to youth and coming up with ideas to address them



AN OPPORTUNITY FOR EACH OF US TO FEEL AT HOME

Each person’s housing needs are unique and evolve over a lifetime. For many, rising costs have made home ownership and rental challenging.

The 2019 Regional Housing Needs Assessment indicated that a number of groups face housing challenges including persons experiencing homelessness, persons experiencing mental health issues, low-income households, seniors, youth, and young adults, and moderate-income householders trying to enter homeownership.

Many living in West Kelowna today expressed a desire to remain part of their neighbourhood through all life stages, even as their housing needs shift. Taking steps to fill housing gaps is critical to welcoming people “home.”

WHAT WE SEE IN 2040:

- ▶ A sensitive increase of housing choices throughout all neighbourhoods, existing and new, that provide affordable and good quality housing options equally across the city
- ▶ Addition of affordable housing in partnership with BC Housing, senior levels of government, non-profits, and other agencies
- ▶ Effective programs, in partnership with our neighbours, other levels of government, and non-profits, that help people to break the cycle of homelessness

BUILDING BLOCKS:

- ▶ The 2019 Regional Housing Needs Assessment brought together Okanagan communities to collectively identify housing gaps. Based on this analysis, a Regional Housing Needs Strategy is in the works to plan how and where to focus efforts for future housing

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 we'll work to refine and select signs that help us understand our progress. Some examples include:

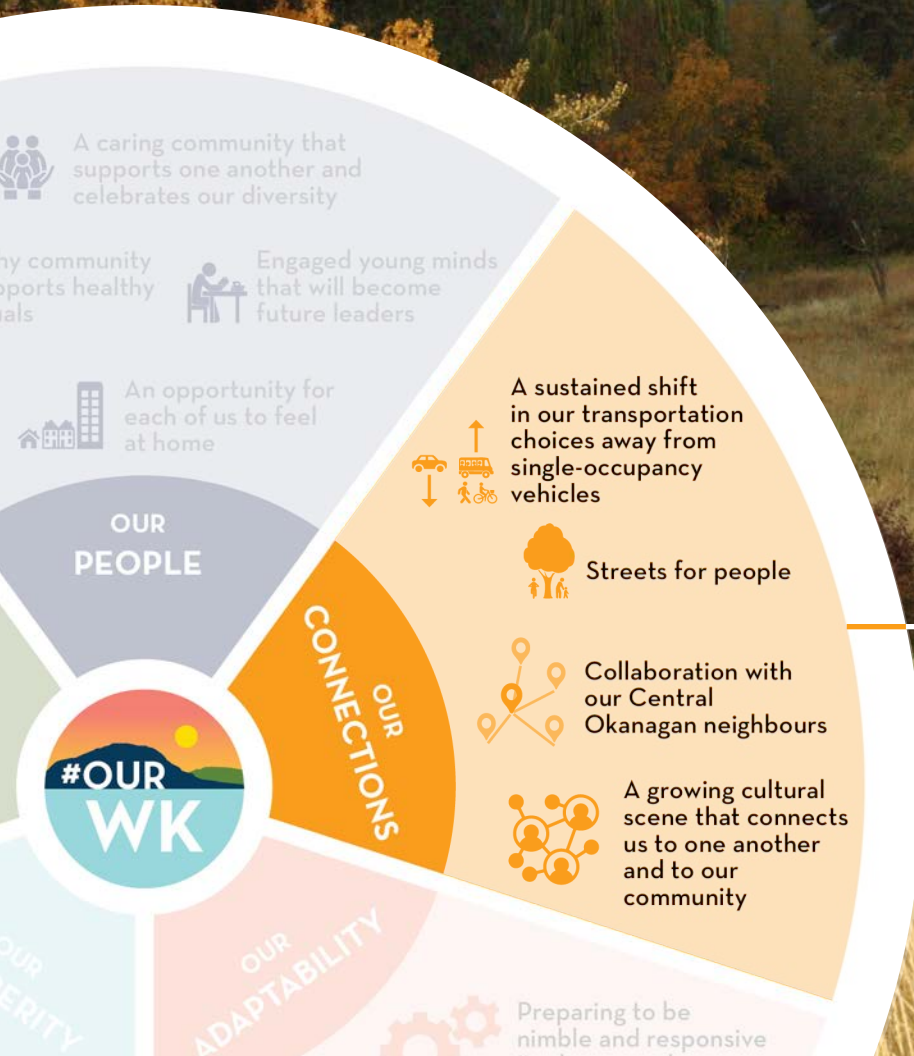
- ▶ Incidences of discrimination declining
- ▶ Universal accessibility being built into destinations
- ▶ More residents feeling as if they belong to the West Kelowna community
- ▶ More primary health services available
- ▶ More residents with high levels of physical, mental, and social health
- ▶ More 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 in each neighbourhood and in the city overall
- ▶ Less households needing to spend 30% or more of their household income on housing
- ▶ Less people experiencing or at risk of experiencing homelessness
- ▶ A feeling of safety in all neighbourhoods

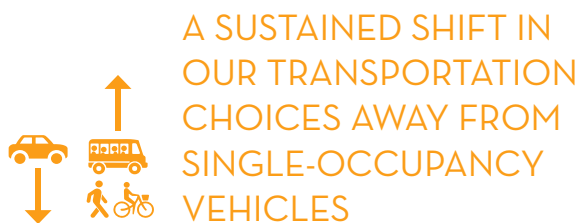


OUR CONNECTIVITY

“ 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





Everyone in our community needs to get around, so decisions about transportation affect us all. The type of community West Kelowna envisions – one that is sustainable, beautiful, equitable, and efficient – is not a community that relies on single-occupancy vehicles to move around. Congestion is a growing concern due to impacts to environmental health and quality of life. Those without access to a car, including seniors, youth, people with disabilities, and newcomers, currently face difficulties getting around.

The amount of and width of roads a city can provide is limited by physical space and financial constraints. We also know that an unlimited supply of transportation infrastructure will not solve the problems we face.

More complete, compact neighbourhoods that bring daily needs closer to home, along with attractive transportation choices that are efficient and less costly – including transit, active transportation networks, and sharing options – all reduce the lands, cost, and energy we must dedicate to vehicles.

WHAT WE SEE IN 2040:

- ▶ Safe walking and cycling routes in all neighbourhoods that connect people where they want to go – work, school, parks, shopping – without requiring a personal vehicle
- ▶ More residents living within a short walk to jobs and services, reducing commuting demands
- ▶ A more complete transit network with improved access, timing, and route coverage
- ▶ A shift in community attitudes, where single-occupancy vehicle use is no longer seen as the best way of getting around
- ▶ Plans to embrace emerging transportation technology including electric vehicles, bicycles, and autonomous vehicles



Our streets are a critical component of the public space network. Streets provide a lasting impression of a community – positive or negative. 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 something else – and regardless of your age or ability. These are public places that care about comfort – universal accessibility, shade, lighting, art, trees, and places to linger and rest.

WHAT WE SEE IN 2040:

- ▶ A re-framing in our thinking about road rights-of-way, shifting them from being places focused on vehicles to beautiful, multi-modal public corridors that allocate space for all
- ▶ More arterial streets that are developed into attractive multi-use corridors
- ▶ Highway 97 corridor through West Kelowna is transformed into a more welcoming community gateway
- ▶ Spaces that are not essential to vehicle travel reclaimed as spaces for pedestrians and cyclists

BUILDING BLOCKS:

- ▶ The first phases of the Westside Wine Trail along Boucherie Road have transformed part of this busy rural road to a multi-modal corridor complete with placemaking features
- ▶ The Gellatly Bay Recreational Corridor has been developed to create welcoming multi-use waterfront corridor

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COLLABORATION WITH OUR CENTRAL OKANAGAN NEIGHBOURS

West Kelowna’s success will be realized alongside the success of our neighbours. Our close connections with Westbank First Nation provide many opportunities to collaborate, rather than duplicate, our collective efforts to support the success of both communities. The community recognizes this strong relationship and wishes to encourage more collaboration in the future.

Working together with all Central Okanagan communities means we can align our plans and create networks to bring our region together, attracting the attention of the global community. A strong region means our businesses and entrepreneurs will thrive together and all Central Okanagan communities will enjoy the prosperity achieved.

WHAT WE SEE IN 2040:

- ▶ There is regular sharing of knowledge and resources between the region’s communities
- ▶ An inter-city transportation network that efficiently links residents in all communities to the resources of the others
- ▶ Collaborations deliver projects that benefit all residents

BUILDING BLOCKS:

- ▶ West Kelowna was part of the Sustainable Transportation Partnership of the Central Okanagan to progress planning for the region’s transportation network



A GROWING CULTURAL SCENE THAT CONNECTS US TO ONE ANOTHER AND TO OUR COMMUNITY

Culture connects us and defines us; it is about our history, values, and beliefs and evolves over time. Culture is what makes our city unique and vibrant. West Kelowna recognizes the importance of creativity, innovation, arts, and culture to a healthy community and sees many opportunities to celebrate both West Kelowna’s history as well as its future.

Applying a cultural lens to our planning and decision-making will help increase a unique “sense of place” for West Kelowna. Investing in arts and culture will strengthen our city’s economy, improve quality of life, and enhance community pride.

WHAT WE SEE IN 2040:

- ▶ The culture of the Syilx/Okanagan peoples is celebrated
- ▶ Encouragement for people to share their culture through celebration
- ▶ Continuation of celebrations like Music in the Park, Westside Daze, and the Winter Light-up and addition of new celebrations that bring our communities together
- ▶ More facilities in the city for cultural activities and programming clustered around a cultural hub
- ▶ Visible art woven through the community sparking conversation, sharing stories, and enriching our public spaces
- ▶ Artists being attracted to West Kelowna

BUILDING BLOCKS:

- ▶ [Placeholder]

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 we'll work to refine and select signs that help us understand our progress. Some examples include:

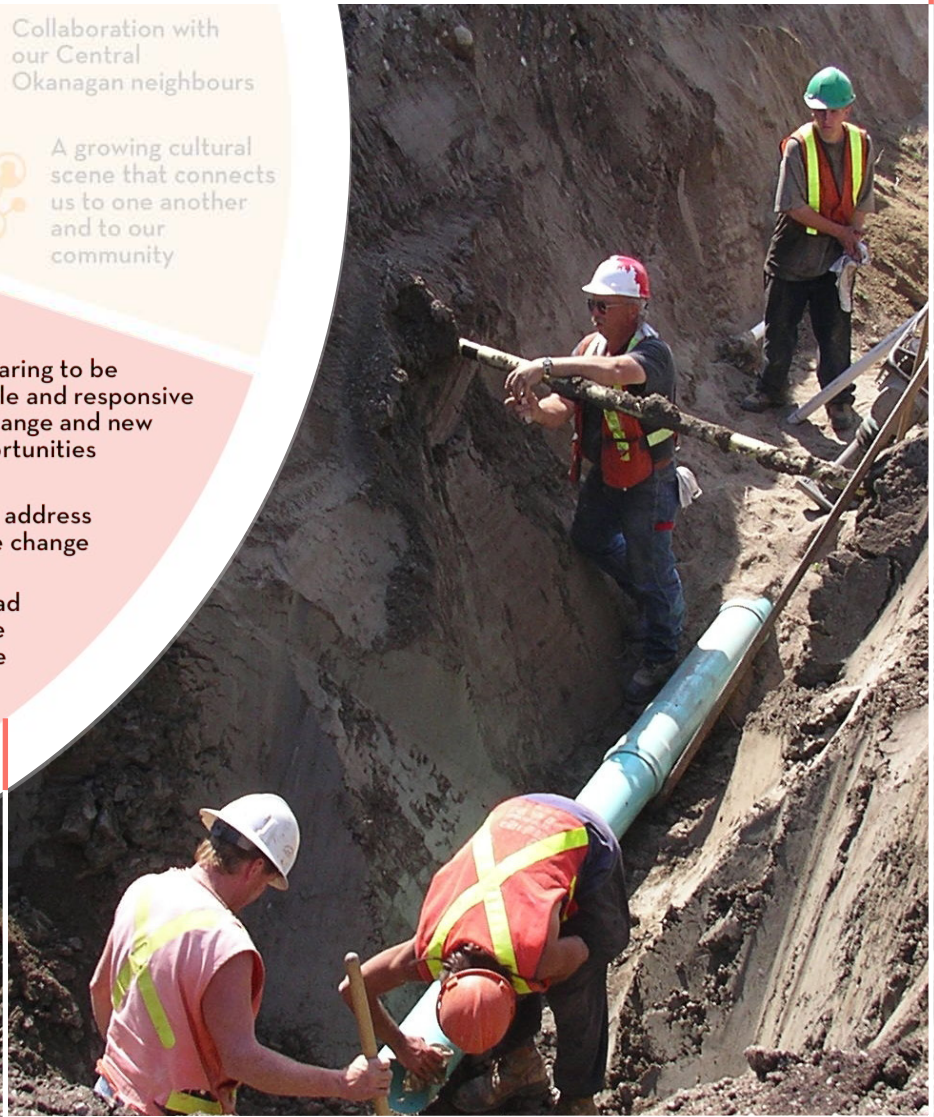
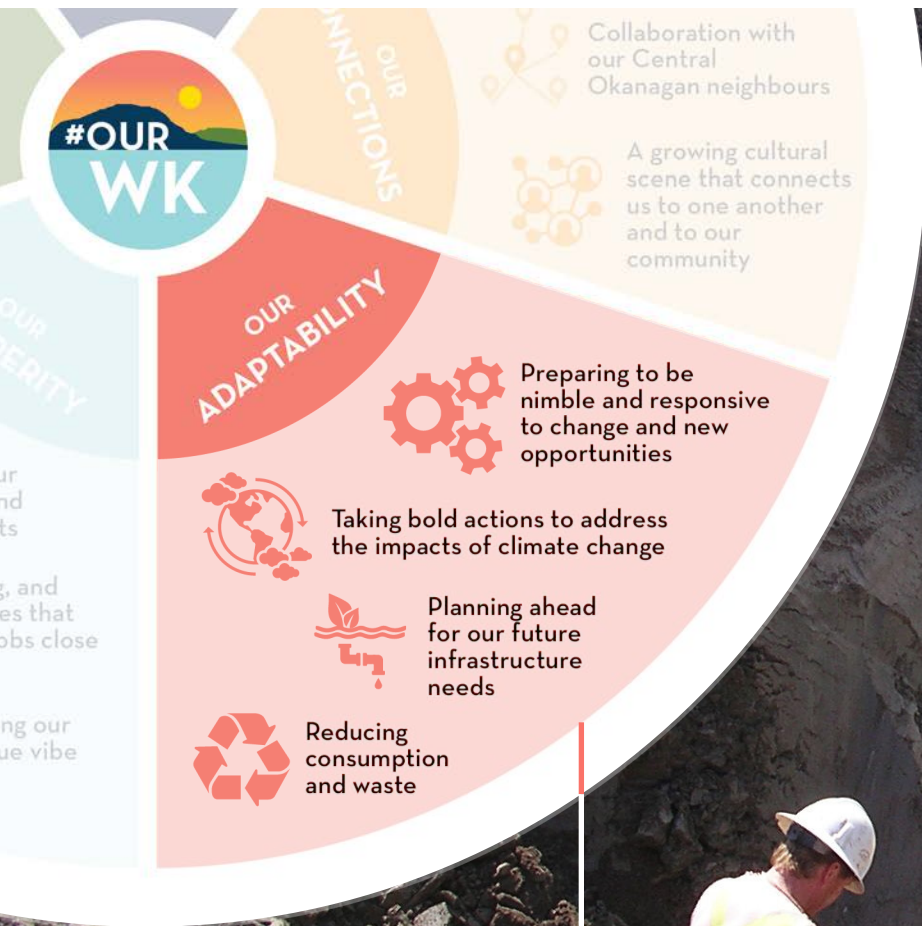
- ▶ Fewer people needing to use single-occupancy vehicles to travel to work or services
- ▶ More sidewalks and bike lanes throughout all neighbourhoods and more residents using this network
- ▶ Improved transit that operates with higher frequency and to more local destinations
- ▶ More people using transit
- ▶ More streets for people that are beautiful and comfortable for all
- ▶ 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 all neighbourhoods
- ▶ More facilities for arts and culture programming
- ▶ A greater understanding and appreciation of all cultures
- ▶ Growth in the cultural sector of the economy



OUR ADAPTABILITY

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

- #OURWK Participant





PREPARING TO BE NIMBLE AND RESPONSIVE TO CHANGE AND NEW OPPORTUNITIES

Historical practices have assumed that the future is singular and predictable. The flaw in this thinking is that our technological advances, societal differences, environmental shifts, and new business models are rapidly shifting predictions. Having experienced emergencies like the COVID-19 pandemic, flooding, and fire threats, West Kelowna residents understand that unplanned events occur. Through these experiences, cumulative knowledge is being created and there is a desire to use this knowledge to prepare for future changes.

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 fits the vision – will help us adapt in a changing world. Our community is focused on finding a balance that supports innovation and progress, while respecting our shared vision for the future.

WHAT WE SEE IN 2040:

- ▶ Learnings from previous events being applied to preparedness planning for the future
- ▶ Reduced risk to people and property by proactive planning
- ▶ Use of pilot projects and assessments to test potential changes, learn, and adapt
- ▶ Ongoing consideration of the community vision when evaluating new ideas
- ▶ An ongoing community dialogue that invites and considers public input on major initiatives

BUILDING BLOCKS:

- ▶ West Kelowna is part of the Central Okanagan Emergency Operation Centre which collaborates on response to emergencies and recovery efforts throughout the region



TAKING BOLD ACTIONS TO ADDRESS THE IMPACTS OF CLIMATE CHANGE

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

Action is required by all individuals, businesses, and industries to protect our environment. Climate change considerations will be at the forefront as we find ways to improve our energy efficiency, conserve water, and reduce our greenhouse gas emissions.

WHAT WE SEE IN 2040:

- ▶ A reduction in greenhouse gas emissions in our community, even as our population grows
- ▶ Consistently high standards for climate-conscious building design
- ▶ Prioritization of clean energy sources and reduction in the energy we use
- ▶ Improved water conservation
- ▶ Ongoing protection of environmentally-sensitive areas including natural watercourses, lakeshores, and hillsides
- ▶ A transition to more green stormwater management infrastructure
- ▶ A commitment from all – the City, developers, community groups, stakeholders, and individuals – to make climate conscious choices

BUILDING BLOCKS:

- ▶ As a member of the BC Climate Action Charter, West Kelowna has committed to becoming corporate carbon neutral, measuring GHG emissions, and creating a complete, compact, and energy efficient community



PLANNING AHEAD FOR OUR FUTURE INFRASTRUCTURE NEEDS

As a previously rural area that has grown into a city, much of West Kelowna's infrastructure was installed under different standards and is aging. Water quality issues have been a focus for many and the new Rose Valley Water Treatment Plant is intended to address this. As we move forward, future infrastructure needs including stormwater management, sewer systems, roads, and energy distribution will need to be modernized and capable of supporting projected future growth.

Infrastructure capital and operations costs are the highest costs a community faces, requiring preparation and saving. Our community wishes to plan ahead for investments to ensure they are paid for fairly and can be renewed efficiently when the time comes.

WHAT WE SEE IN 2040:

- ▶ Forecasts and life cycle plans for all city infrastructure to predict and prepare for major infrastructure needs
- ▶ Upgraded infrastructure that meets current standards and is designed to accommodate anticipated future needs
- ▶ Increased efficiency and conservation that reduces demand and impact on our infrastructure

BUILDING BLOCKS:

- ▶ The Rose Valley Water Treatment Plan is projected to be complete in 2022 addressing water quality issues that have affected residents currently connected to aging water supply systems



REDUCING CONSUMPTION AND WASTE

Our current human lifestyles generate enormous amounts of waste. We take resources from the ground, make products to use, and when we no longer want them we throw them away. This system of take-make-waste consumes a significant amount of resources, energy, and space and is outgrowing the space we have.

Shifting to a circular economy that removes waste and pollution by keeping products and materials in use will help break the cycle of waste. There are efforts both at the City and individual levels that can support the transition to reduce waste and our citizens are ready to embrace their role in this process.

WHAT WE SEE IN 2040:

- ▶ Improved waste collection programs including public composting that makes it easier for people and businesses to participate in reducing their waste
- ▶ Increased understanding about the value of waste reduction and efforts at the individual- or organizational-level to minimize consumption and waste generation
- ▶ Elimination of illegal dumping and littering that impacts our environment and visual landscape
- ▶ Support and promotion of circular economy practices in new development and investments

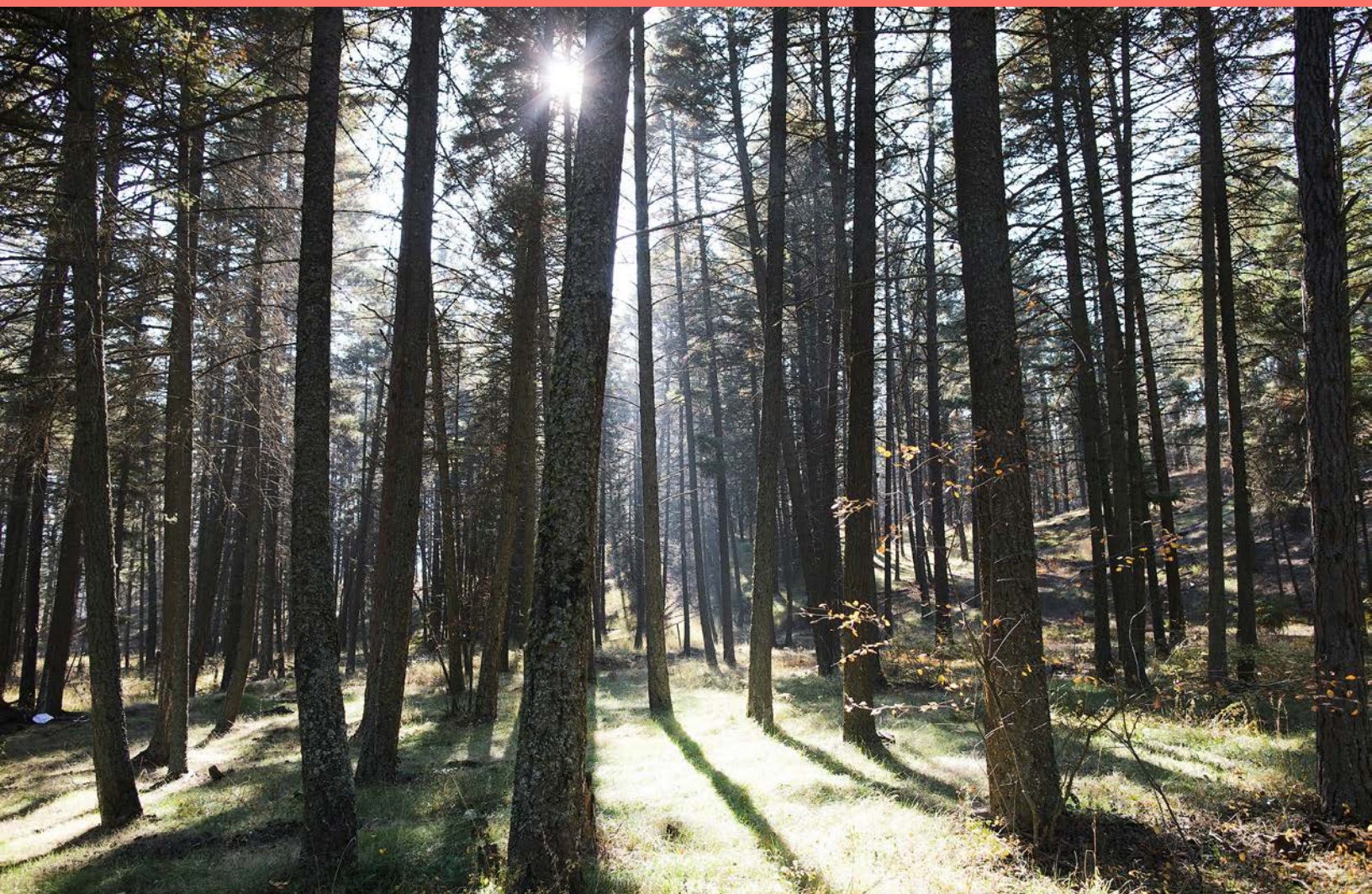
BUILDING BLOCKS:

- ▶ [Placeholder]

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 we'll work to refine and select signs that help us understand our progress. Some examples include:

- ▶ Improvements that reduce risk and impacts from flood or fire
- ▶ Pilot projects being considered for innovative initiatives
- ▶ Use of the Community Vision to evaluate new opportunities and actively pursuing those that support it
- ▶ Reduced greenhouse gas emissions, even with population growth
- ▶ New developments being built to consistently high green-building standards
- ▶ Environmentally sensitive areas being protected in perpetuity
- ▶ Our city being recognized for leadership in sustainable practices
- ▶ Plans being developed for renewal of key infrastructure
- ▶ Fewer water quality issues
- ▶ Significant reduction in our consumption and waste generation
- ▶ Significant reduction in littering and illegal dumping



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





LEARNING FROM SYLIX/ OKANAGAN STEWARDS

We recognize that the lands that sustain the West Kelowna community need to be supported and protected. Loss of green spaces and trees and impacts to watercourses and the lakeshores can affect the fragile systems that support us.

The Sylix/Okanagan peoples have extensive knowledge about stewardship and living in harmony with these lands and water. Learning to be better stewards will be important to ensuring a resilient and harmonious future.

WHAT WE SEE IN 2040:

- ▶ Ongoing efforts to build our understanding of our environment and become stewards of the lands and waters that sustain us
- ▶ Natural watercourses and water bodies continue to be protected, restored, and enhanced
- ▶ An increase in trees throughout the community
- ▶ An increase in pervious surfaces that help absorb and retain groundwater, reducing run-off

BUILDING BLOCKS:

- ▶ In 2020, West Kelowna delivered 150 trees for the inaugural Urban Re-Leaf program that invited citizens to plant a new tree in their yard and increase the tree canopy throughout West Kelowna



SUPPORTING OUR AGRICULTURAL AND INDUSTRIAL ROOTS

Currently 11% of West Kelowna's landbase is agricultural. Participants throughout the process identified the agricultural character of West Kelowna as unique and central to the city's long-term success. The distribution of farmland throughout the city means agriculture is a visible part of the urban fabric. In recent years, the wine, cider, brewery, farm-gate, and orchard industries have strengthened their foothold in the city and increase the charm people see here.

Industry, including forestry and aggregate extraction, are core employment drivers for West Kelowna. Participants understand the importance of industry, but are also interested in learning more about future plans for areas that could change like aggregate extraction areas.

WHAT WE SEE IN 2040:

- ▶ Agricultural lands have been preserved and are actively being farmed
- ▶ Industrial lands are maintained providing many local jobs, with plans in place to direct their long-term future
- ▶ Planning and design is used to reduce the impacts of noise and odours and create attractive interfaces between agriculture and industrial lands, and residential uses
- ▶ Relations are strong between those living and working within the interface between agricultural / industrial and residential uses

BUILDING BLOCKS:

- ▶ [Placeholder]



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

A large majority of West Kelowna’s workforce currently leaves the city for employment and input suggests the city is still perceived as a bedroom community. Attracting, retaining, and expanding businesses within West Kelowna will allow more people to work close to home, reducing commuting and increasing quality of life. As the “work from home” trend continues, there will be opportunities to support this shift.

Community discussions indicated that West Kelowna is not known for a strong business district that attracts professional services and the related commercial services that support an active business areas. An existing strength of West Kelowna is its diverse economy and maintaining this balance will be important.

WHAT WE SEE IN 2040:

- ▶ Westbank Centre is a central location for professionals and businesses with growth in its working population numbers
- ▶ Networks that support working from home are connecting this growing business segment
- ▶ The city’s quality of life indicators like housing options, attractive design, walkability, and recreational assets are attracting and retaining businesses and individuals

BUILDING BLOCKS:

- ▶ The decision to develop a new RCMP detachment in Westbank Centre in 2010 consolidated satellite offices and brought together employees. Continuing to encourage employment generators within Westbank Centre will grow the population supporting other businesses in the area



HONING OUR UNIQUE VIBE

Community input suggests that West Kelowna has many unique and special elements, but has not yet achieved a “vibe” that calls to people. Communities that harness this quality share characteristics like walkable and vibrant downtowns, high-quality buildings, attractive gateways, active waterfronts, and experiences that draw people to them. Many participants felt West Kelowna does not yet have the differentiator it needs.

As an attractive location for new development, West Kelowna is well-positioned to require high standards of design, supporting proposals that help achieve the Community Vision and elevate the city’s attractiveness.

Working to cultivate the essence of West Kelowna and market it in a way that sets the community apart will be central to a successful tourism sector and to attracting bright talent.

WHAT WE SEE IN 2040:

- ▶ The form and quality of development is high, creating attractive spaces and buildings that make the city stand out
- ▶ Tourism is actively promoted, inviting people to visit and experience West Kelowna
- ▶ Agriculture is front and centre in the city’s identity, with examples like an enhanced community market space
- ▶ The city’s gateways are attractive and welcoming, making a strong first impression that encourages people to linger

BUILDING BLOCKS:

- ▶ Tourism initiatives like the Westside Wine Trail and Westside Farm Loop are successfully marketing the Westside’s assets

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 we'll work to refine and select signs that help us understand our progress. Some examples include:

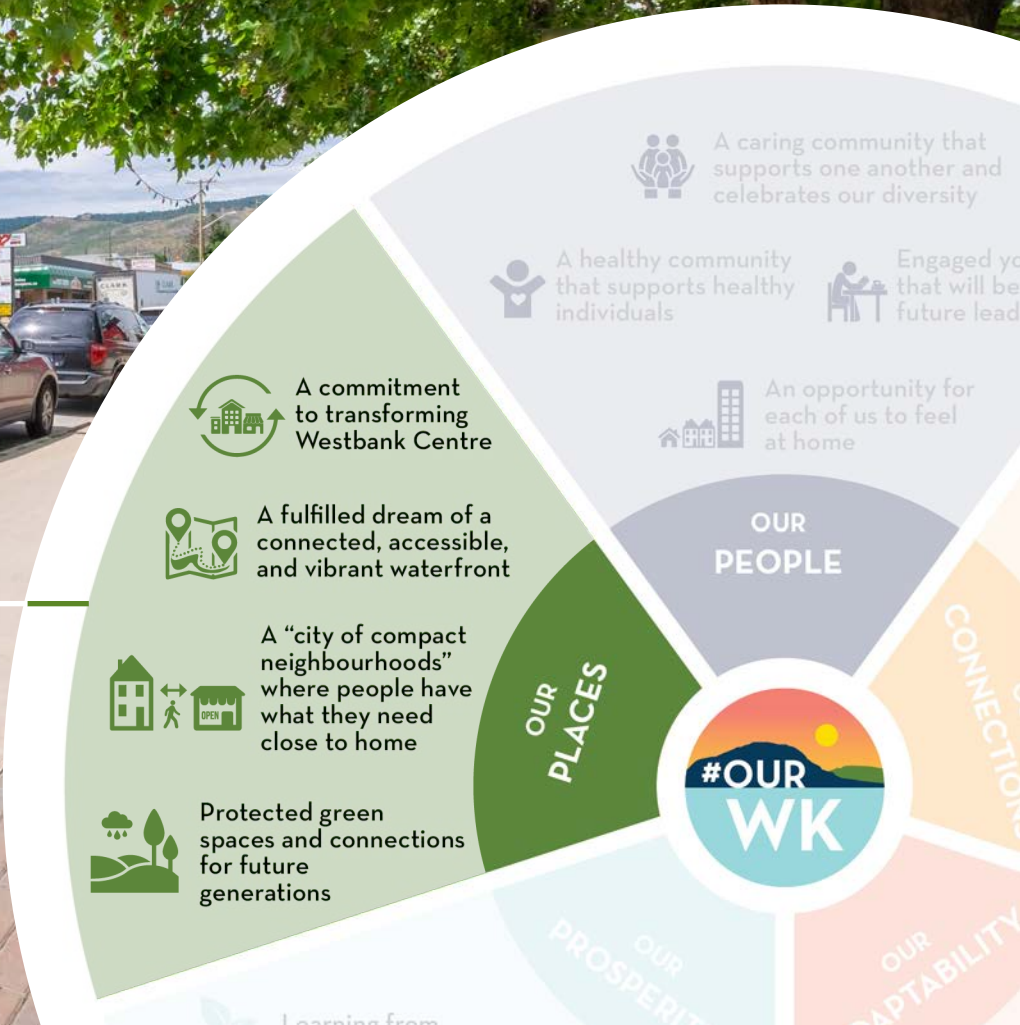
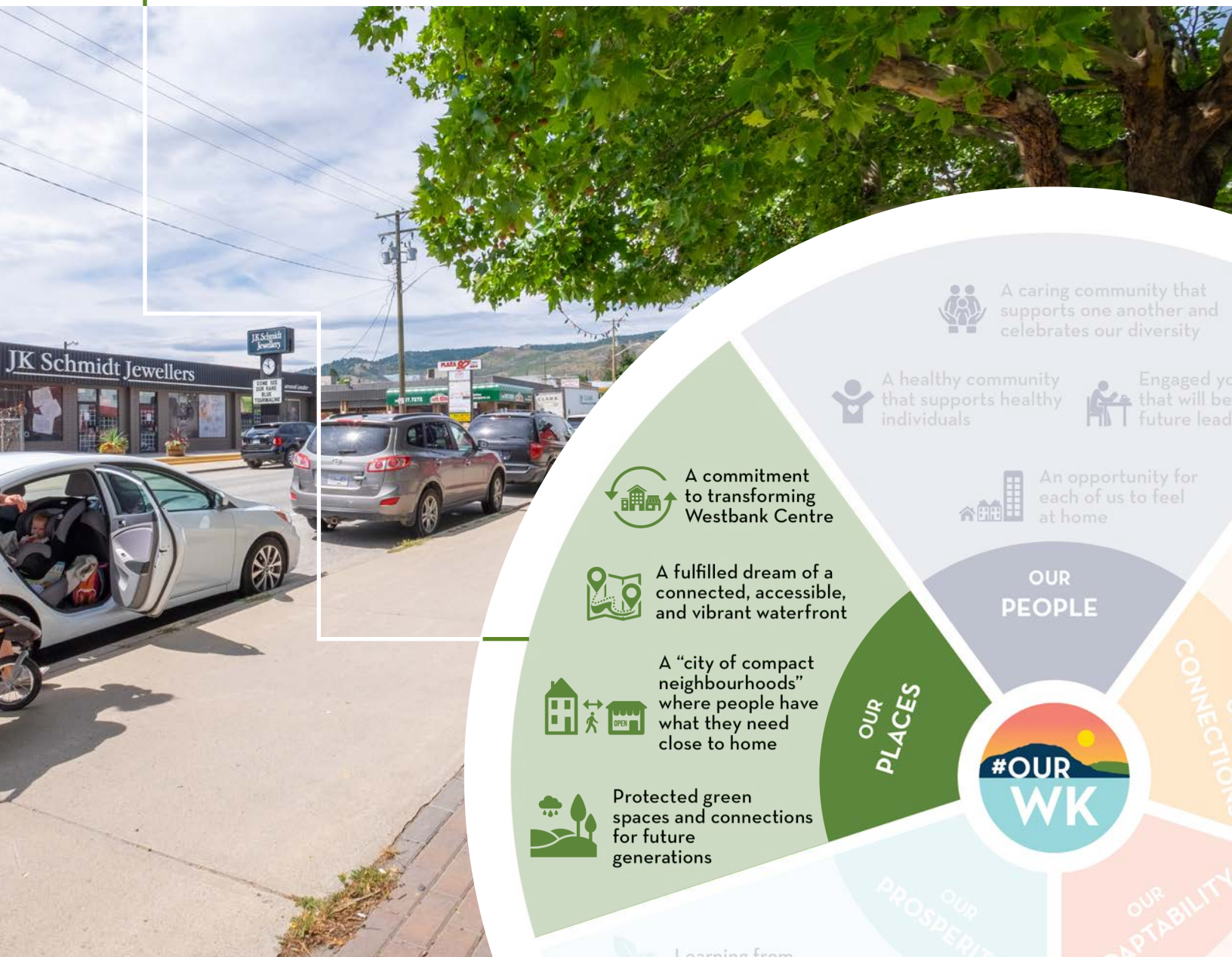
- ▶ Enhancements to our natural watercourses and lakeshores
- ▶ More trees throughout the city
- ▶ Agricultural lands being actively farmed
- ▶ Industry continuing to provide many good employment opportunities close to home
- ▶ An improving interface between agricultural and/or industrial uses and residential uses
- ▶ Recognition of Westbank Centre as a thriving business centre
- ▶ More people working within the West Kelowna community
- ▶ New businesses opening throughout the city
- ▶ West Kelowna becoming recognized as a unique Okanagan destination
- ▶ More tourists visiting and staying in West Kelowna
- ▶ Attractive areas that make a strong first impression when people arrive in West Kelowna



OUR PLACES

“ 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





A COMMITMENT TO TRANSFORMING WESTBANK CENTRE

Westbank Centre is our downtown. The community envisions its transition from an auto-oriented strip into a walkable, inviting city centre. While recent development at the edges has supported more living, the business core continues to see vacancies.

Many feel that the impacts of the Highway 97 couplet through Westbank Centre will need to be overcome to support transformational change.

Westbank Centre is envisioned as a place where people come together and community ideas like a central market, an arts and culture centre, great plaza spaces, and an enhanced civic precinct were suggested to increase activity, employment, and services. A shift to a pedestrian-focused environment will be essential to creating an inviting and animated Westbank Centre.

WHAT WE SEE IN 2040:

- ▶ The impact of Highway 97 on the prosperity of Westbank Centre has been reduced
- ▶ More people are living in, working in, and visiting Westbank Centre due to a mix of quality residences, businesses, and open spaces
- ▶ The area is more beautiful and walkable, feels safe, and is easy to get to using any transportation option
- ▶ Westbank Centre has become known as a destination that provides a reason to stop
- ▶ New development contributes positively to the character of the area

BUILDING BLOCKS:

- ▶ Brown Road streetscape upgrades have improved the area's character and recent developments are bringing more residents to Westbank Centre



A FULFILLED DREAM OF A CONNECTED, ACCESSIBLE, AND VIBRANT WATERFRONT

West Kelowna's waterfront is a source of pride for the community – with the Gellatly Recreation Corridor and CNR Wharf becoming increasingly popular amenities. People envision this connected waterfront continuing to the north and south – connecting eventually all the way from the Bennett Bridge to Peachland. Continuing to secure public waterfront is a community priority.

A key challenge identified for West Kelowna's waterfront is its limited services – like access to food or shops – and its limited connectivity to other parts of the community, meaning most people drive to get there. Participants envision a more vibrant waterfront area that brings shops, services, and better options for accessing the area without a vehicle. However, the community holds a range of opinions about the scale of both commercial and residential development in this area, suggesting further discussions are needed.

WHAT WE SEE IN 2040:

- ▶ A continuous active transportation linkage from Bennett Bridge to Peachland
- ▶ A Gellatly Village that brings appropriately-scaled mixed use including cafes, shops, and residences to the waterfront area
- ▶ Ongoing efforts to secure more public waterfront and increase and improve access to West Kelowna's lakes
- ▶ Improved transportation connections to the water from Westbank Centre and other parts of West Kelowna to reduce reliance on vehicles

BUILDING BLOCKS:

- ▶ Improvements along the Gellatly Recreational Corridor have increased waterfront recreation opportunities and the attractiveness of the area

DRAFT



A “CITY OF COMPACT NEIGHBOURHOODS” WHERE PEOPLE HAVE WHAT THEY NEED CLOSE TO HOME

In previous years, West Kelowna has mostly grown at low densities, separating neighbourhoods from employment areas and places to shop and contributing to higher infrastructure and servicing costs.

People in all neighbourhoods are keen to have services closer to home. Complete, compact neighbourhoods with employment opportunities and services like groceries and businesses make it easy for residents to access their daily needs in close proximity to home - in turn decreasing car trips through the community and beyond.

To be successful, retail services require clientele - and neighbourhood centres rely on the residents who live in that area. Creating mixed use centres that sensitively increase density alongside services is important to creating the customers that will support them. Opportunities exist to create unique neighbourhood centres that bring value to the residents who live in West Kelowna’s neighbourhoods.

WHAT WE SEE IN 2040:

- ▶ Neighbourhood centres with jobs and essential services in each neighbourhood within walking distance for most residents
- ▶ Sensitive infill on underutilized lands bringing new housing options, employment, and public spaces
- ▶ Great public spaces and programs that support neighbourhood connections

BUILDING BLOCKS:

- ▶ The recently updated Lakeview Village brings needed services close to the residents of the Lakeview Heights neighbourhood



PROTECTED GREEN SPACES AND CONNECTIONS FOR FUTURE GENERATIONS

Green spaces and trails are highly valued by West Kelowna residents. Community input identified concerns that continued demand for development will reduce opportunity for securing future green spaces. Continuing to identify and allocate park lands and connected greenways will be important to ensuring community residents have places to play, even as the population grows.

The next 20 years will be a critical time for securing significant, high-quality lands for the future of parks and trails in West Kelowna.

WHAT WE SEE IN 2040:

- ▶ Compact forms of development being favoured over sprawl to maximize protected green space
- ▶ An expanded network of secured open spaces that has grown alongside the population
- ▶ An integrated network of green linkages for wildlife, water, and people
- ▶ New amenities like play spaces that support residents living in new compact development areas

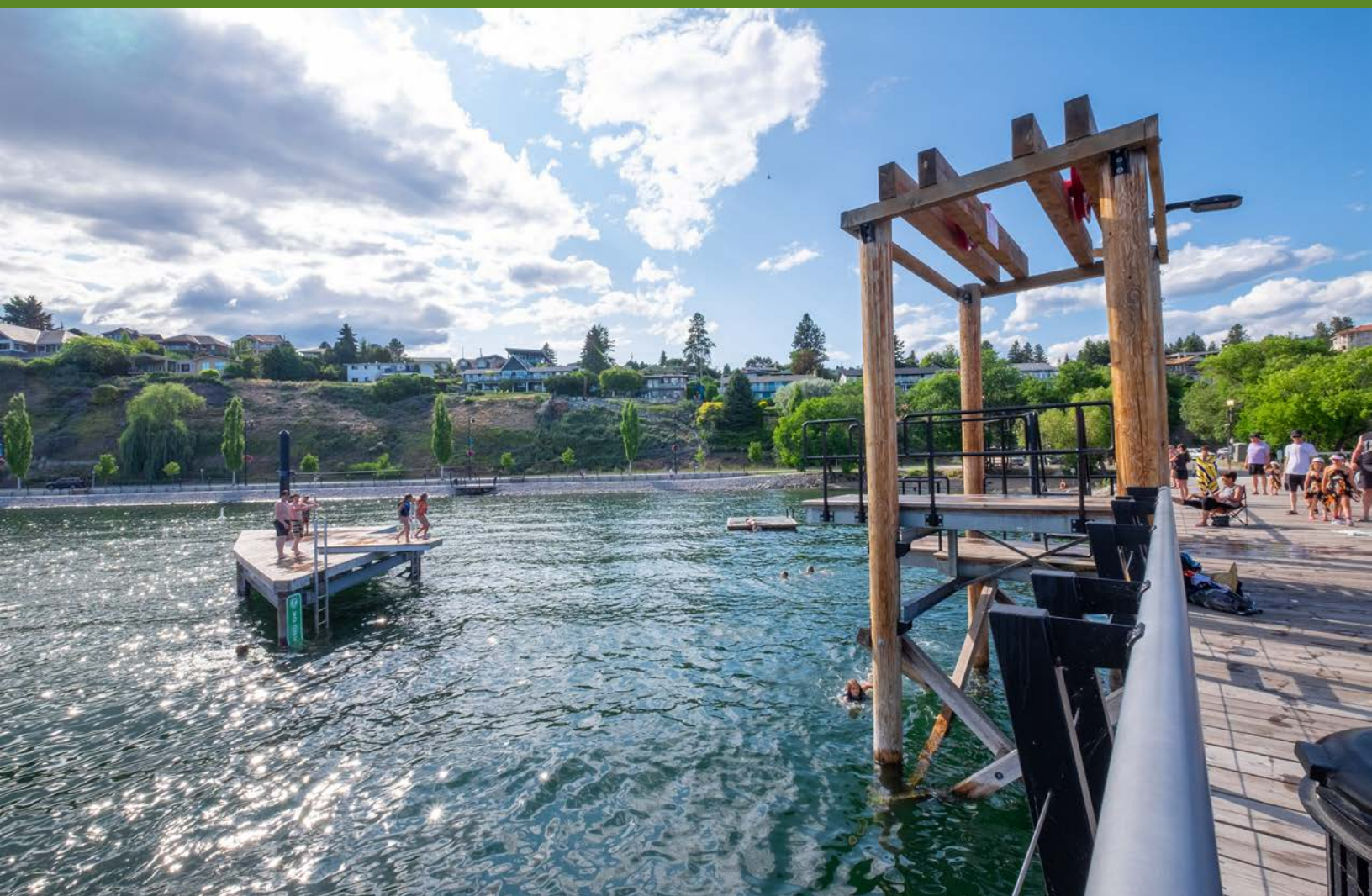
BUILDING BLOCKS:

- ▶ [Placeholder]

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 we'll work to refine and select signs that help us understand our progress. Some examples include:

- ▶ Changes to Highway 97 that are reducing its impact on Westbank Centre
- ▶ New commercial and mixed-use development in Westbank Centre
- ▶ New destinations in Westbank Centre that attract people to visit
- ▶ A more attractive impression when people arrive in Westbank Centre
- ▶ A more walkable Westbank Centre
- ▶ An active business district with professional employment and retail
- ▶ Extension of the waterfront recreation corridor to north and south
- ▶ More services at the waterfront
- ▶ More public waterfront spaces
- ▶ Better connectivity between waterfronts and other parts of the community
- ▶ Neighbourhood centres with services being created in most West Kelowna neighbourhoods
- ▶ A reduced need to drive to jobs and local services
- ▶ Growth sensitively added throughout the community
- ▶ An expanded network of interconnected green spaces throughout the community



WORKING TOGETHER

West Kelowna's heart is our people. We are a community planning our future together. This Community Vision calls us together to collaboratively build a healthy, beautiful, and climate resilient West Kelowna that supports a prosperous region.



WE ALL HAVE A ROLE TO PLAY

Our Community Vision provides direction, purpose, and focus for West Kelowna government, residents, public and private sectors, and non-profit organizations. It outlines the efforts we must make to ensure greater benefit for all our community members today and tomorrow. This vision was built by West Kelowna and it will require all of us to collaboratively create a connected city.

Working together means acknowledging we have different roles to play and unique strengths and resources to contribute. Sharing accountability for our 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 individuals, groups, developers, organizations, companies, and institutions throughout the City to take leadership at various times to make these big changes happen. Sharing collaborative, aligned, and purposeful actions will be critical to our success.

Let's do this together!



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

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 our desired future. Now it’s time to figure out 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 an ongoing 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 update 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 update will confirm what we will continue to do and the new initiatives that are needed to support the Community Vision. Through this process, the City will continue to engage the community, building our future West Kelowna together.

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. An important next step during the OCP update will be developing a monitoring system that will reflect on observable changes.





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