

ENGINEERING

PLANNING

URBAN DESIGN

CTQ - #20021

September 8, 2020

**Letter of Rationale – Rezoning of 2211 Campbell Road, Sol-Aqua Terraces  
City of West Kelowna**

**September, 2020**

*The following is offered as strong rationale for the City to consider for a new land use designation and rezoning of the subject land to a Comprehensive Development Zone (to permit Townhouses and Condo Apartments) and a Marina (W3). The 11 factors described below are some of the critical points that are testimony to why the proposed land uses, and revised development concept, are justified from a site planning and overall community planning perspective.*

*The proposal for the Sol-Aqua Terraces project, consisting of a mixture of townhouses and condo apartments, along with the waterfront marina, embodies a new community that is expected to become a positive addition to the West Kelowna community and neighbourhoods. It takes a privately owned raw land area in a strategic location near the Okanagan Lakefront and creates a new comprehensively developed residential project that provides a sustainable living environment. The ability to transform the site into valuable real estate requires innovation, but the product will have long lasting benefit in the supply of housing, economic impact and local community integration, along with respecting environmental integrity of the surrounding land and water. The Rezoning request enshrines public and stakeholder engagement to help define final product and design.*

### ❖ **Change of Land Use Designation and Zone – Agriculture to Residential**

The subject property consists of three sub-areas: the Uplands, the Orchard which are divided by a privately owned roadway (Campbell Road), and the Okanagan Lake waterfront. The property is entirely designated as Agricultural, with only the portion below Campbell Road having the soils and terrain that can be used for productive agriculture; it is protected by the Agricultural Land Reserve. The area above the road is not suited for agriculture and has consequently been excluded from the ALR. Due to its exceptional view potential to the lake, a significant portion of the private land above the road lends itself to **residential development as highest and best use** of any category that the City controls. Benefits to the City or the community would otherwise likely be restricted to relatively unusable Open Space that not even the municipality would venture to own or manage.

### ❖ **Multi-family Residential Forms Provide for Land Use Efficiency**

The residential development form that can be best applied to the hillside developable area above Campbell Road is multiple family residential especially townhouses and condo apartments. Significant design exercises were carried out by architects and engineers to determine suitable arrangements and an efficient use of the lower reaches of the site. The design exercise did not attempt to maximize the site, as much as it was used to balance the creation of a high-quality housing complex, respecting the parameters of the terrain, environmental and hillside safety concerns, and meeting sound development economics and principles.

### ❖ **Locational Attributes**

The development potential at 2211 Campbell Road can boast formidable locational attributes for a small but impressive housing development. The setting, although somewhat challenged by some sloped terrain, benefits from proximity to Okanagan Lake, extensive views and vistas to the east of the Lake, easy access into Kelowna or West Kelowna, and easily accessible off a major roadway. The slope and the empty foreground (orchard lands) present a long-term opportunity for unblocked views for every unit in the complex.

With regard to sloped terrain, the Okanagan region communities have recognized that flat developable land has become much more scarce and is resulting in increased hillside development with more advanced technology and engineering standards for safe development.

### ❖ **Market Demand and the Missing Middle**

In recent years the Central Okanagan communities have witnessed a growing demand and policy direction a variety of housing forms to address changing lifestyles, demographics, affordability and community character. A principle direction in all of our planning policies at the local level of government has been to encourage the “missing middle” of the housing spectrum. The diversity is most often provided by innovation in the development industry that is supported by good planning policy and unique locations that lend themselves to constructing product that fits the criteria of the “missing middle”. Much of this housing product is usually in the myriad of multi-family residential forms, be it rental or market housing. Sol-Aqua Terraces will offer such market driven housing product and selection.

### ❖ **Convenient Access to Services and Amenities**

The proximity of the site to both Kelowna and West Kelowna provides a bold statement for feasibility of a residential development at this location. The rationale is made for permanent housing for working families, recreational/second home, retirees or the growing “singles” households. Convenient access may not represent need for daily trips to services and amenities, but the confidence of the availability of such nearby services and amenities is an important motivator to purchase, allowing for a very attractive and stable community and sense of place.

### ❖ **Relationship with the Casa Loma Neighbourhood**

The ability for the new development to be integrated into the area, adjacent to the Casa Loma neighbourhood is also critical to achieve a stable community and sense of place. It is expected that the benefit of new and upgraded infrastructure, roadway improvements, sidewalks, lighting, landscaping, high aesthetic standards in design, and other upgrades will accrue to the entire area and would benefit the adjacent neighbourhood. It is also understood that very typically, a new form of housing will also appeal to those people that already reside nearby, and will eventually be interested in downsizing, upgrading or simply wanting to experience a different lifestyle that the new project can offer. A complementary development is always most successful and can certainly benefit the aging infrastructure.

### ❖ **The Marina Opportunity**

The locational attribute of being able to live on or near Okanagan Lake can not be underestimated in a genuinely strategic location such as 2211 Campbell Road. The City of West Kelowna currently has a minimal amount of waterfront/lake access developments relative to the extent of

its lakeshore exposure, as compared to so many of the other communities in the Okanagan Valley. The ability for a residential complex to contain a marina development opportunity in close proximity is a valuable asset that bodes well for the residential product as well as the community at large. Furthermore, it is in a location that has met full scrutiny of marine environmental review and its construction and operations is supported by both Provincial and Federal authorities.

#### ❖ **Complements Westbank First Nations Development Vision**

It is recognized that nearby lands in the Westbank First Nations community are being considered for development of a low-density multi-family format. Although offering a competitive product for the Sol-Aqua Terraces, it should be respected as complementary land use regardless of jurisdiction. Continuing to upgrade the Campbell Road area can be a complementary effort as well as achieving another stable community in West Kelowna. The joint planning between the City and WFN in that particular area can have long lasting benefits to both jurisdictions and their residents. The Sol-Aqua Terraces project itself can serve as a catalyst to prompt necessary discussions between the City and WFN to address some outstanding issues that are of mutual benefits to both communities.

#### ❖ **Access to Municipal Services**

The subject property benefits from access to municipal water supply and sanitary sewer service. The Functional Servicing Study conducted by CTQ Consultants and supported by the City's and Regional District's consultants earlier studies, clearly describes the ability for the City of West Kelowna to service the type and amount of residential units being proposed at Sol-Aqua Terraces. Using the factor that has been applied to community servicing needs for water and sewer in the entire Central Okanagan (all municipalities), the number of units being proposed (maximum 150 multi-family residential units of various sizes) equates to approximately 60-65 equivalent single family units. This makes extremely efficient use of the site and maximizes the benefits for the City's tax base without having any undo pressure on the City's existing infrastructure. The other municipalities in the Central Okanagan are continuously trying to achieve similar development scenarios where land and municipal services will yield sound economics while providing sensible housing supply to a growing population.

#### ❖ **Economic Impact for West Kelowna**

Every municipality strives for development projects that will yield a high-quality living environment regardless of the type of land use. The ability to derive economic impact is often a secondary area of interest but critical to the operation of any city such as West Kelowna. A concentration

of medium to higher density multi-family housing has been proven to support efficiencies in tax base accumulation throughout the life of the project, especially where municipal services are readily available. The Sol-Aqua Terraces project offers the ability to attract significant value in real estate, quality buyers that will be attracted to West Kelowna, spin-off benefits with purchase of home furnishings and other lifestyle needs that will continue to accrue direct and indirect economic benefit to the City and area. The proposed project makes considerable sense for taking raw land and converting it into a small project that will yield not only a high-quality living environment but long term economic benefit to West Kelowna. Developments such as Sol-Aqua Terraces serve as an opportunity to highlight West Kelowna as a desirable and progressive City at a time when the Okanagan is on the cusp of population growth, especially as the trend is to leave large metropolitan areas for smaller communities adjacent to large centres has become increasingly desirable.

#### ❖ **City of West Kelowna Policies**

It has been recognized that the City of West Kelowna planning policies are somewhat dated, as is evident by way of the upcoming Official Community Plan review. There is now considerable focus in many of our communities throughout BC and Canada, for more efficient land use and housing options in a time of climate change and housing attainability and affordability issues. Increased housing stock has the potential to alleviate pressures on housing availability and prices. More projects such as Sol-Aqua Terraces can set the tone for more medium density residential and updated housing policies that respect the real need emanating from market demand as well as good urban planning.

Respectfully Submitted,



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