

sustainable unique vibrant mixed u  
walkable accessible open space flourishing  
family-friendly diversity accommodating  
thriving connected

# WESTBANK CENTRE REVITALIZATION PLAN HIGHLIGHTS



A watercolor illustration of a city street scene. In the foreground, a person with a yellow backpack is riding a bicycle towards the viewer. The street is lined with multi-story buildings on the left and trees on the right. A blue car and a red car are visible in the distance. The background is a soft, yellowish-green wash, suggesting a bright, sunny day. The overall style is artistic and sketchy, with visible brushstrokes and ink lines.

## Plan Vision & Principles

The following Vision and Principles resulted from community and stakeholder involvement. Together, they form the foundation for the Westbank Centre Revitalization Plan:

### VISION

*"In 25 years time (2035), Westbank Centre will be a thriving, unique, walkable, transit oriented and highly attractive urban place. A range of businesses, services and cultural and civic facilities focused on a pedestrian oriented Main Street and prominent civic open spaces, will define Westbank Centre as the heart of the community. A concentration and mix of housing for a diversity of lifestyles, ages and income levels, along with green buildings and streets and high quality design, will make Westbank Centre highly livable and a desirable place to work, shop, and play."*



## PRINCIPLES

- 1 Re-establish the Westbank Centre as the social, cultural and civic heart of the community** by creating a central public space at the heart of the town centre, clustering civic, social and cultural uses, services and facilities, and concentrating active uses such as small shops, restaurants and sidewalk cafes.
- 2 Create a connected, high quality and green open space network** to make Westbank Centre more walkable and attractive and to link the town centre to the waterfront and surrounding areas.
- 3 Re-establish Main Street as Westbank Centre's High Street** by reversing the one-way couplet, creating active, pedestrian oriented uses fronting onto it, and encouraging boutique retail that does not compete directly with WFN commercial uses.
- 4 Encourage mixed use projects and higher residential densities in Westbank Centre** to create a balance of jobs and housing and to support proposed new RapidBus services including a new transit exchange in the town centre.
- 5 Celebrate and reference the areas agricultural history in the design of buildings, open spaces and public art**, through activities such as demonstration farming, processing and tailgate sales at the urban agricultural interface at the edge of the centre, and through activities such as a farmers market and community gardening.
- 6 Encourage a diversity of housing types and tenures** to attract a mix of residents with different ages, income levels and lifestyles.
- 7 Create streets for all modes of travel** prioritizing pedestrians, transit and cyclists.



Block modeling exercise at the Community Design Charrette



Public Open House #1 at the conclusion of the 2-day Community Design Charrette



Small group brainstorming exercise at the Community Design Charrette



# Project Purpose

## A COMPREHENSIVE, ACTION ORIENTED PLAN

The Westbank Centre Revitalization Plan provides a long term vision for Westbank Centre supported by action oriented policies and guidelines for implementation. The Westbank Centre is envisioned to be the love of the District of West Kelowna.

### The plan is broadly premised on:

- Expanding Westbank Centre's economic base,
- Improving the quality of both private and public spaces in Westbank Centre,
- Enhancing the overall sustainability and livability of Westbank Centre and the District as a whole by making it a priority area for future growth, and enhancing the cultural and heritage aspects that are ingrained within the community

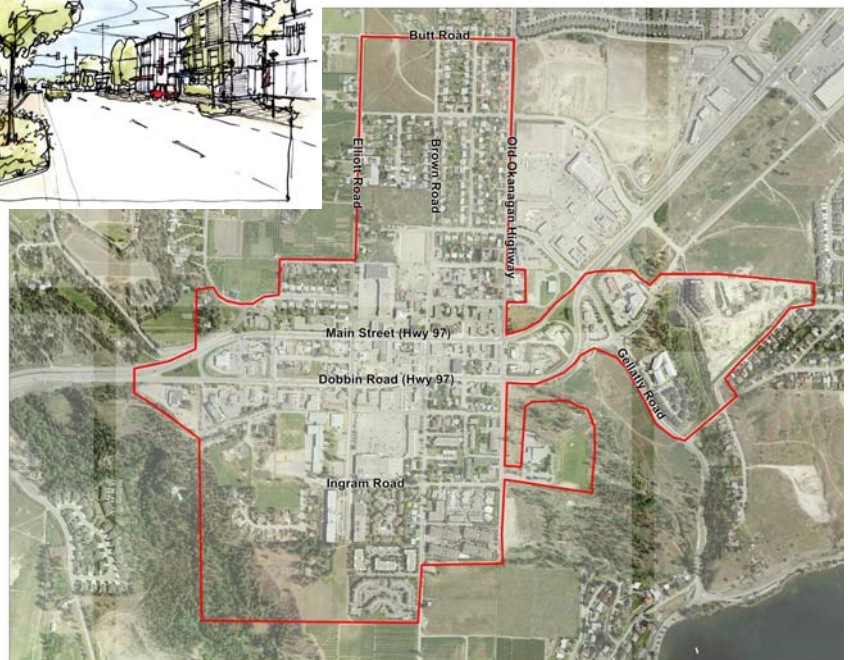
## A COMMUNITY BASED PLAN

The plan is founded on a strong base of community involvement including:

- **The Westbank Centre Community Design Charrette** where design options were co-created with key community stakeholders, agency representatives and the public;
- **A final Public Open House was attended by over 350 people** who reviewed and provided feedback on the Complete Draft Plan.

## PLAN AREA

A new vision for Main Street



The full document is available for download from [www.districtofwestkelowna.ca](http://www.districtofwestkelowna.ca)

# The Big Moves - the Fundamental Concept

The Fundamental Concept Diagram represents a synthesis and summary overview of key concepts developed for Westbank Centre Revitalization including land use, transportation, parks and open space. This diagram is intended as an illustrative conceptual description showing the integration of the main elements of the plan. It does not show official land use designations

## Traditional Retail Main Street

- » Westbank Centre's traditional retail 'High Street'
- » A priority for public realm and streetscape enhancements.
- » Removal of the Provincial Highway Function along Main Street
- » Conversion to a two way street with an enhanced pedestrian orientation.

## Core Commercial Mixed Use

- » Core commercial mixed use includes vibrant, street-oriented mixed-use developments that will help enhance the streetscape in Westbank Centre.

## Service Commercial

- » A range of commercial uses including business/office uses, auto-oriented uses such as gas stations and other service commercial uses requiring large areas of surface parking.

## Institutional & Civic Uses

- » Existing and preferred future locations for institutional, community and civic uses

## Medium Density Town Centre Residential

- » 4 to 6-storey multi-family buildings, and potentially high-rise developments to be determined through extensive community consultation if and when the market supports these.

## Low Density Town Centre Residential

- » Includes single family houses, townhouses, stacked townhouses, duplexes, triplexes, fourplexes, and coach houses, oriented towards the street with parking and servicing from rear lanes where available.

## Parks and Open Space

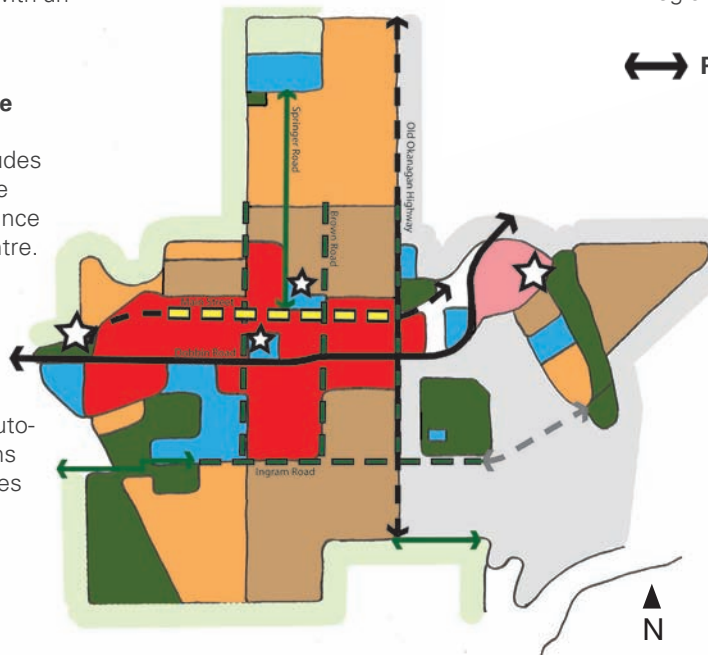
- » Includes formal and natural parks and greenways, community amenities such as public squares, recreation and play spaces and other social gathering and activity spaces.

## Pedestrian Connection/Trail

- » The Concept Diagram identifies potential new pedestrian connections and trails including a trail connection from Westbank Centre to Lake Okanagan, and a trail connection from Westbank Centre Park to Glen Canyon Regional Park.

## Primary Transportation Corridor

- » If the provincial highway function along Main Street is removed as recommended by this plan, Dobbin Road will be widened to accommodate two-way traffic and will remain the primary transportation corridor for regional traffic through the Centre. Therefore, auto-oriented uses and associated surface parking are acceptable to front onto Dobbin given its auto-oriented nature and lack of suitability for more pedestrian oriented uses and activities.



## Agricultural

- » Mitigating potential conflicts between residential and agricultural uses is paramount to this plan.

## Westbank First Nation Land

## Highway 97

- » Dobbin Road is recommended to be reconfigured (widened to two lanes in each direction) to accommodate the entire provincial highway function through Westbank Centre and removal of the provincial function from Main Street.

## Secondary Multi-modal Corridor

- » Important corridors for multiple modes of traffic (vehicles, pedestrians, potentially transit, cyclists, scooters) moving to, from, through, and within Westbank Centre as they represent the shortest or most direct routes through Westbank Centre

## Public Focal Points/Gateways

## Pedestrian Priority Street

- » Pedestrian priority streetscape enhancements are identified for Ingram Road, Elliot Road, Brown Road and Old Okanagan Highway.

# Community, Culture & Economic Development

## CULTURAL & ECONOMIC DEVELOPMENT STRATEGIES

### MAIN STREET STREETScape IMPROVEMENTS

- Remove the provincial highway function from Main Street, and hand over ownership/maintenance to the District;
- Convert Main Street to a two-way local Street;
- Encourage small-scale boutique retail shops, services, restaurants and cafes at grade facing the street, with office and/or residential above;
- Make improvements such as sidewalks, street trees, street furnishings and potentially cross walks;
- If Main Street remains as part of the provincial highway system, it should still be upgraded with a streetscape enhancement plan.

### RETAIL APPROACH

- Focus on developing Westbank Centre as a boutique retail destination;
- Implement the streetscape and public space enhancements identified for Main Street;
- Establish a Business Improvement Association (BIA) to nurture Westbank Centre revitalization;
- Implement the Westbank Centre Design Guidelines as part of the re-zoning, subdivision and development permit process.

### EVENTS FOCUS

- Establish Westbank Centre as a **regional destination** by emphasizing the use of public streets and open spaces in the town centre for special events and festivals;
- The District will support and coordinate events and festivals programmed into its streets/plazas/parks throughout the year;
- Examples of events and festivals that will be supported and/or coordinated by the District include, but are not limited to: **car free days, farmer's markets, cycling events, an outdoor recreation showcase.**

### GATEWAY SITES

- Establish a **strong sense of arrival and transition as people arrive in Westbank Centre** through the use of signage, prominent buildings, public art and landscaping;
- **Two key Gateway sites:** The West Gateway site bounded by Main, Dobbin and Hebert roads and the East Gateway site bounded by Main Street, Dobbin Road and Old Okanagan Highway;

### AGRICULTURE/URBAN INTERFACE STRATEGY

- Establish Westbank Centre as a **food and agriculture hub**, by encouraging food and agricultural related businesses and services, and events such as farmers markets and festivals.
- **Harness the agricultural land and uses** to add value and identity to Westbank Centre;
- Protect the agricultural land and **enhance its economic and cultural value to Westbank Centre.**

### WESTBANK CENTRE BIA

- Establish a **Business Improvement Area** and assist local businesses in setting up a Business Improvement Association;
- BIAs can act as **merchant associations, initiators of revitalization projects, and coordinators of civic planning processes;**
- The cumulative effect of BIA activities attract customers and new business to the Improvement Area.

# Land Use Plan & Designations

The land use map and associated land use designations describe in detail the community's long term vision for the type and intensity of land uses desired for Westbank Centre.

The land use designations and their associated built form and density were developed through community consultation based on creating a highly livable, sustainable and unique Westbank Centre while ensuring the financial viability of future development.

 Town Centre Commercial/ Mixed Use



 Civic/Institutional



 Medium Density Town Centre Residential



 Low Density Town Centre Residential



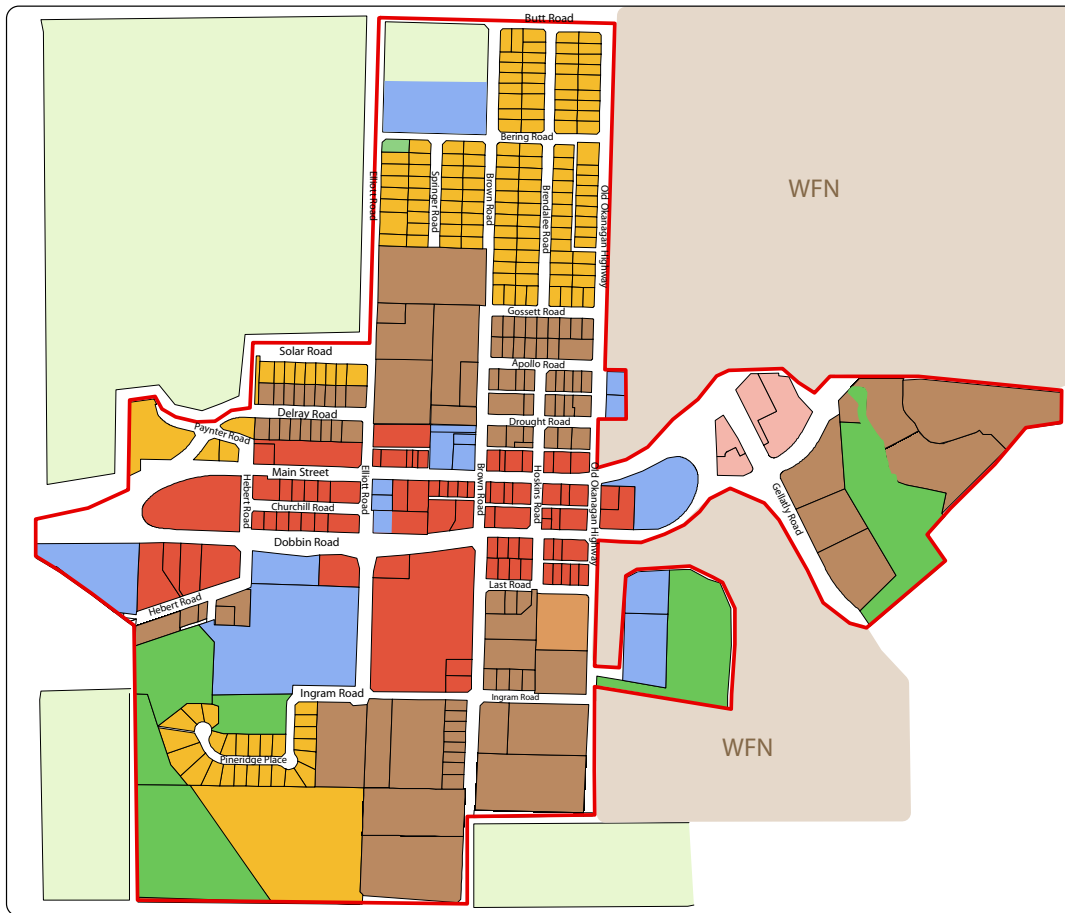
 Parks and Open Space



 Commercial



 Agricultural

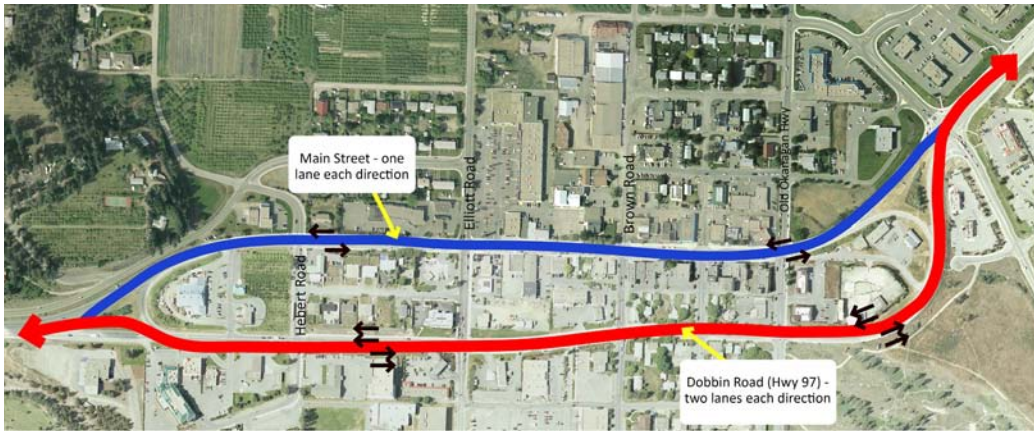


## KEY ELEMENTS OF THE LAND USE PLAN AND ASSOCIATED DESIGNATIONS INCLUDE:

- Focusing core commercial along Main Street and Dobbin Road
- Convert the existing commercial designation to Medium Density Town Centre Residential along Brown Road north of Main Street to:
  - » Create additional capacity for stand-alone residential projects which are currently more financially attractive in WC,
  - » Encourage relocation of appropriate commercial uses to focus on Main Street or other commercially designated areas within Westbank Centre.

# Transportation

## RE-CONFIGURE MAIN STREET & DOBBIN ROAD



The key recommendation of this plan is to work with MOT to remove the provincial highway function from Main Street, and widen Dobbin to accommodate all of the provincial highway function through Westbank Centre.

**Main Street** is recommended to become a local street with one lane in each direction to enhance its role as Westbank Centre's Traditional Main Street.



Main Street (High Street)

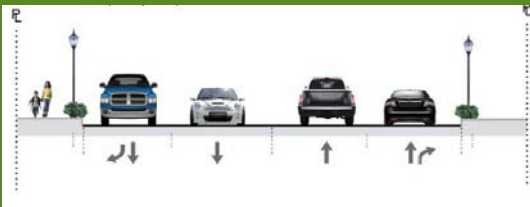


Existing



Proposed

**Dobbin Road** is recommended to accommodate the entire Provincial Highway Function through Westbank Centre by accommodating two lanes in each direction.



Dobbin Road (HWY 97)



Existing



Proposed

## GATEWAY DEVELOPMENT

A possible recommendation to improve traffic flow is integrating Round-a-bouts as part of reconfiguring and re-routing highway traffic through Westbank Centre to:

- Improve the safety and efficiency of circulation for local and highway vehicles
- Allow for highway movements without major intersections or overpasses
- Enhance gateways into Westbank Centre



# Re-Claiming Main Street

Removal of the Provincial Highway Function from Main Street will allow it to flourish as Westbank Centre's Traditional Retail High Street that is envisioned to include:

- A high quality pedestrian oriented streetscape
- Small boutique shops and services, with housing located above
- Sidewalk patios and cafes
- Pedestrian plazas and pocket parks

As outlined in the new Westbank Centre Design Guidelines, **facade and building improvements will be a key part of revitalizing Main street** as redevelopment and renovations to existing buildings occur.

Encourage Design Elements such as:

Weather Protection

Transom Windows

Large Shop front Windows

Recessed Entries

Ornamentation



New and renovation of existing facades and shop fronts should incorporate pedestrian orientated features and details



Examples of an **active retail streetfront**.





Community Garden at Westbank Centre Community Park



# Parks & Open Space

The creation and maintenance of **well connected and well designed parks and public open spaces** are a key element of the Westbank Centre Revitalization Plan, which identifies future pedestrian and bicycle connections to build on and connect existing parks, civic uses and activity nodes within the town centre.



## LEGEND

-  Urban Plaza
-  Park
-  Community Facility/Open Space
-  Agricultural Lands
-  Public Gateway
-  Pedestrian Priority Connection
-  Pedestrian Trail/Linkage
-  Recreational Cycling Route
-  Study Boundary

## KEY DESTINATIONS

- ① George Pringle Elementary School
- ② Johnson-Bentley Memorial Aquatic Centre
- ③ Okanagan Regional Library (Westbank Branch)
- ④ Museum/Tourist Information Centre
- ⑤ Lion's Community Hall/Youth Centre
- ⑥ Seniors Centre
- ⑦ Westbank Centre Community Park
- ⑧ Westbank Community Park
- ⑨ Glen Canyon Regional Park
- ⑩ Fur Brigade Trail Cairn
- ⑪ Springer Park
- ⑫ Carate Park
- ⑬ Unnamed Natural Park



# Key Actions:

**1** Establish a **Revitalization Tax Exemption Program**

**2** **Art in Public Places Policy** (including murals)

- » To identify specific locations and procurement of public art/murals in Westbank Centre

**3** Undertake a **Sidewalk Café Policy**

- » To encourage and enable the leasing of public property where appropriate to use as cafes and sidewalk displays

**4** Undertake a **Street Tree Policy** (As per the Westbank Centre Design Guidelines)

**5** **Highway 97 Couplet Re-Alignment**

**6** **Gateway Redevelopment**

**7** Establish a Westbank Centre **Wayfinding/Signage Program**

**8** **Public Transit (Rapid Bus)** located in Westbank Centre

**9** **Develop collector bike lanes** on Elliot Road and Brown Road as consistent with the Master Transportation Plan and the OCP Cycling Network

**10** Establish a **multi-year sidewalk construction/upgrade capital program** for Westbank Centre,

- » Main Street detailed streetscape design

**11** **Westbank Community Park**

- » Consider renaming park to reduce confusion with Westbank Centre Community Park
- » Consult with WFN to determine if any opportunities exist to expand park space
- » Redesign Park

**12** **Establish a Civic Centre** within Westbank Centre

**13** Work with Business owners to **establish a Business Improvement Area**

**14** **Build a Community Plaza**

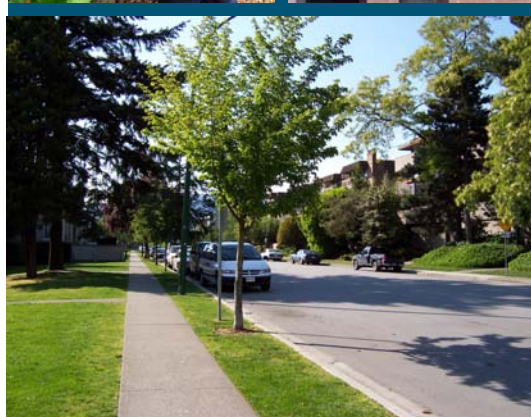
**15** **Westbank Centre Community Park**

- » Consider additional recreational facilities
- » Complete pedestrian network linkages

**16** **Upgrade Play equipment at Springer Park**

**17** **Review the DCC Program** for Westbank Centre

**18** **Undertake a Westbank Centre Parking Inventory and Strategy**



flourishing local artistic walkable  
community mixed use flourishing  
open space transit connected  
vibrant accommodating

