

District of West Kelowna



Westbank Centre Revitalization Plan



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Executive Summary

Purpose and Overview:

The Westbank Centre Revitalization Plan provides a long term vision for Westbank Centre supported by action oriented policies and guidelines for implementation. This plan is founded on a strong base of community and stakeholder involvement that occurred throughout the planning process for Westbank Centre.

The plan is broadly premised on expanding the economic base, improving the quality of both private and public realm development, and enhancing the cultural and heritage aspects that are ingrained within this community. Westbank Centre revitalization will be primarily a market driven process shaped and encouraged by strategic, phased public investments.

This plan provides a comprehensive planning framework based on a 25 year planning horizon to accommodate an estimated maximum future population of approximately 8,380 residents through the creation of a more sustainable and livable town centre.¹ The plan is based on a detailed market and financial analysis to ensure feasibility and anticipate phasing of the recommended land uses. It also identifies strategies and policies to enhance the economic viability of Westbank Centre in the face of competing interests.

The Westbank Centre Design Guidelines are an important supplemental document to this plan and form a key part of plan implementation by translating the Plan vision, policies and guidelines into a set of specific design strategies and approaches.

Westbank Centre 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”.

¹ This maximum population projection in Westbank Centre is based on an estimated existing 1,350 apartment units and 230 single family homes at an assumed average household size of 2.3 persons per household, plus an estimated potential demand for up to 95 new apartment units each year for the next 25 years at an assumed average household size of 2.0 persons per household.

Concept Overview

The broad concept for Westbank Centre Revitalization is premised on integration of the following key elements:

A compact, mixed use and highly sustainable/livable

Westbank Centre

- Westbank Centre is prioritized for growth and re-development as a key pillar of the District's overall sustainable growth management strategy.
- An appropriate land use mix and highest densities in the District should occur within Westbank Centre to encourage transit use and walking, to support local businesses, to create a better jobs/housing balance, and preserve valued agricultural lands and open spaces in the District.
- A mix of housing types are prioritized for a range of ages, income levels and lifestyles.
- A high quality of building and streetscape design will enhance Westbank Centre's identity and sense of place.

Main Street

- Main Street is prioritized for public realm and streetscape enhancements and is intended to be the focus of the most intense pedestrian-oriented retail and services.
- The key recommendation of this plan is to work with MOTI to remove the provincial highway function from Main Street. However, enhancing and attracting businesses to Main Street as the principle Retail High Street in Westbank Centre will remain the key District priority for Westbank Centre Revitalization regardless of whether Main Street remains as part of the provincial highway system or not.

Dobbin Road

- As part of reclaiming Main Street, the District will work with MOTI to widen Dobbin to accommodate all of the provincial highway function through Westbank Centre. This includes incorporation of pedestrian crossings at key intersections.

Key Actions:

- Amend zoning regulations for Westbank Centre
- Work with MOTI to remove Provincial Highway Function from Main Street to Dobbin Road
- Adopt land use designations for Westbank Centre
- Consider reducing DCCs in Westbank Centre
- Undertake a parking study and strategy
- Designate Westbank Centre as the priority growth area for new residential and commercial development in the District

Public Focal Points and Gateways

- Enhancing key gateway sites to create a sense of arrival/ departure

Pedestrian Priority Streets and Connections

- In addition to Main Street, Ingram Street, Brown Road and Elliot Road are prioritized for enhancements such as sidewalks, pedestrian crossings, bicycle lanes, street trees, landscaping, pedestrian lighting, and street furnishings.
- New pedestrian connections are identified both within Westbank Centre and to key activity nodes adjacent to it.

Action Plan Overview

Time frame

- This plan represents a long term vision based on a 25-year planning horizon and will require multiple phases to implement.

Strategies for Development

This plan recommends several strategies that the District should consider adopting to encourage new residential and mixed use development in Westbank Centre. The strategies are divided into two categories:

1. Strategies to increase the achievable revenues from new residential and mixed use developments:
 - Amend zoning regulations for Westbank Centre to maximize achievable density and flexibility in types of units:
 - Adopt land use designations that allow up to 6 storey buildings in designated areas
2. Strategies that help reduce the creation cost of new residential apartment projects:

Key Actions:

- Undertake a Civic Centre Concept Plan and Planning Process
- Implement Street network improvements as opportunities arise
- Develop and implement comprehensive redevelopment plans for the West and East Gateway sites as opportunities arise
- Implement the Westbank Centre Events/Festivals & Urban/Agriculture Strategies
- Undertake streetscape enhancements along Main Street

- Reduce DCCs in Westbank Centre if projects in Westbank Centre can be shown to have a lower impact on the capital cost of municipal infrastructure than projects in other parts of the municipality.
- Allow some of the off-street commercial parking for mixed use projects to be accommodated at grade.
- Undertake a parking study and strategy to identify opportunities for reducing off-street parking requirements.
- Allow payment in-lieu of parking for developers of mixed-use projects, while ensuring that the cost is not prohibitive.

High Density Residential Growth Management

- Designate Westbank Centre as the main high density residential location in the District to prioritize residential and mixed use development in Westbank Centre, and carefully consider the impact on Westbank Centre of permitting residential and commercial developments in other locations in the municipality, before approving them.

Highway 97 / Dobbin Road

- Review, evaluate and select a preferred option for converting Dobbin Road into a two-way provincial highway, and continue to work with the Ministry of Transportation and Infrastructure and Infrastructure (MOTI) to develop a Memorandum of Understanding based on this reconfiguration.

Main Street Redesign

- Continue to work with the Ministry of Transportation and Infrastructure (MOTI) to develop a Memorandum of Understanding to revert Main Street to a municipal street as part of the conversion of Dobbin Road into a two-way provincial highway.
- Convert Main Street into a two-way High Street, with detailed streetscape enhancements.

Civic Centre

- Endorse in principle the development of a Civic Centre in Westbank Centre and undertake a community consultation process to develop a Civic Centre concept plan.

Parking Strategy

- Undertake a Parking Assessment to identify existing and expected supply and demand. Based on the results, develop a parking strategy that:
 - Considers relaxing off-street parking requirements;
 - Identifies strategies for increasing on-street parking capacity;
 - Identifies shared parking opportunities including a shared public/private parking facility to serve the Town Centre; and
 - Considers cash-in-lieu where appropriate.

Street Network Improvements

- Analyze cost/benefit of and confirm proposed new streets or street extensions.
- Identify any specific property acquisition/easement requirements, and tie street network improvement implementation to rezoning and/or redevelopment of affected private properties as these occur.
- Establish a multi-year sidewalk and bicycle lane construction capital program for Westbank Centre based on the priority locations recommended by this plan.

Gateway Sites Development

- Work with existing land owners, long term leaseholders and other agencies to develop comprehensive redevelopment plans for the West Gateway site (bounded by Hebert, Main and Dobbin) and East Gateway site (bounded by Old Okanagan, Main and Dobbin), that accommodate both existing and potential uses.

Events Strategy

- Encourage the advancement of the Westbank Centre Events/ Festivals Strategy including the use of public streets and open spaces and adjacent private uses in the town centre for special events and festivals.

Public Transit (RapidBus)

- Work with BC Transit to confirm and implement the proposed regional RapidBus service and location of transit exchange and related facilities in Westbank Centre.

Urban/Agricultural Interface Strategy

- Continue to work with the Agricultural Advisory Committee the Regional District Agricultural Support Officer to ensure that agricultural opportunities are a high priority in decision-making in Westbank Centre and throughout the District of West Kelowna.
- Identify a location, program and partnerships for establishing a farmers market within Westbank Centre based on the recommendations of this plan.
- Consider forming a partnership with an agricultural/land trust to raise money for purchasing agricultural land and managing such land to achieve its objectives.

Partnerships

- The District will continue to partner and work closely with other public agencies and senior governments, neighbouring First Nations and local governments, business owners, land owners and developers, other key stakeholders, and the West Kelowna community at large.
- A key recommendation of this plan is to work with the Westbank Centre business community to establish a Business Improvement Area in Westbank Centre to help promote and connect Westbank Centre businesses, bring customers, and stimulate the local economy.

Funding

- The District will continue to work with MOTI to develop a memorandum of understanding including funding partnerships related to the reconfiguration of the Highway 97 couplet through Westbank Centre and associated streetscape enhancements/improvements along Main Street and Dobbin Road as described and recommended in this plan
- Additional sources of funding public projects and improvements include general municipal revenues, grants, voluntary amenity contributions at the time of rezoning and the potential to establish a local service area.

1.0 Introduction

1.1 Overview

The District of West Kelowna (DWK) has prepared this Revitalization Plan for Westbank Centre to articulate and direct the community's vision for the future of Westbank Centre.

The overall goal of the plan is to develop an action-oriented and implementable vision for Westbank Centre by identifying viable and sustainable opportunities to expand the economic base and public realm in the Westbank Centre, while preserving and celebrating the cultural and heritage aspects that are ingrained within this community.

The 1999 Westbank Centre Strategic Plan, which provides the current planning policy direction for development applications in the Westbank Centre area, was part of the previous Westside Official Community Plan. While this document was adopted by the Regional District of Central Okanagan (RDCO) Board, many of the action items and strategies were never implemented by the Regional District. This Westbank Centre Revitalization Plan updates the 1999 Strategic Plan to ensure that the policy direction for the area is aligned with current best practices and the current needs and direction of the community.

The revitalization of Westbank Centre was identified by Council as the number one economic enhancement strategic priority in its most recent Strategic Priority statement (2011).

1.2 Purpose & Objectives

The purpose of the Westbank Centre Revitalization Plan (The Plan) is threefold.

1. The Plan defines the role of Westbank Centre in the wider community, giving guidance regarding its relationship and connectivity with the rest of the District. The plan includes a vision statement and set of planning principles, policies and actions for land use, transportation, parks and open space, and a set of guidelines for urban design and streetscape design.
2. The Plan also describes the community's long term vision for the type, density and location of land uses desired for Westbank Centre for the next 25 years.
3. In addition to land use, the plan provides clear direction regarding parks and open space, mobility, community amenities and facilities and the form and character of public and private realms.

The Westbank Centre Revitalization Plan provides a comprehensive planning framework to accommodate an estimated future population of approximately 8,380¹ residents through the creation of a sustainable and livable centre. It also identifies strategies and policies to enhance the economic viability of Westbank Centre in the face of competing interests.

The key objectives of the Revitalization Plan are to develop policy recommendations and design guidelines for private and public development that:

- Enhance Westbank Centre as an exciting place to live, work and play for residents and visitors of all ages and abilities;
- Preserve, protect, and enhance the Westbank Centre's culture, heritage and urban/agricultural interface;
- Encourages and attracts private redevelopment and investment in Westbank Centre;
- Provides certainty and clear guidance to citizens, developers, District Council and Staff about how growth and development will take place in Westbank Centre over the next 25 years.
- Encourages more cohesive and compatible development patterns in Westbank Centre that support District wide sustainability and livability and that are responsive to growth patterns in the wider community and region.
- Identifies priority actions necessary to support economic viability within the Westbank Centre;
- Includes short, medium and long term implementation strategies and actions that create momentum by demonstrating immediate success and commitment by the District to projects that establish long-term success.
- Ensures current and future planning for Westbank Centre is carried out through a transparent, inclusive process involving local businesses, residents and the development community.

¹ This maximum population projection in Westbank Centre is based on an estimated existing 1,350 apartment units and 230 single family homes at an assumed average household size of 2.3 persons per household, plus an estimated potential demand for up to 95 new apartment units each year for the next 25 years at an assumed average household size of 2.0 persons per household.

1.3 Plan Area

For the purposes of the Plan, Westbank Centre is generally defined as the area bounded by: Butt Road in the north, the Old Okanagan Highway and Westbank First Nation lands in the east, the agricultural lands south of Ingram Road and Pineridge Place in the south, and the edge of Glen Canyon Regional Park and Paynter Road in the west.

Provincial Highway 97 runs east-west through the middle of the study area as a one-way couplet with two parallel east-west streets. The north (west bound) street is located on the original Main Street, while the south (east bound) street is located on Dobbin Road.

The following maps identify the Westbank Centre Revitalization Plan Study Area (fig. 1) and the Westbank Centre Revitalization Plan context Area (fig.2).

Figure 1: Westbank Centre Plan Study Area Map

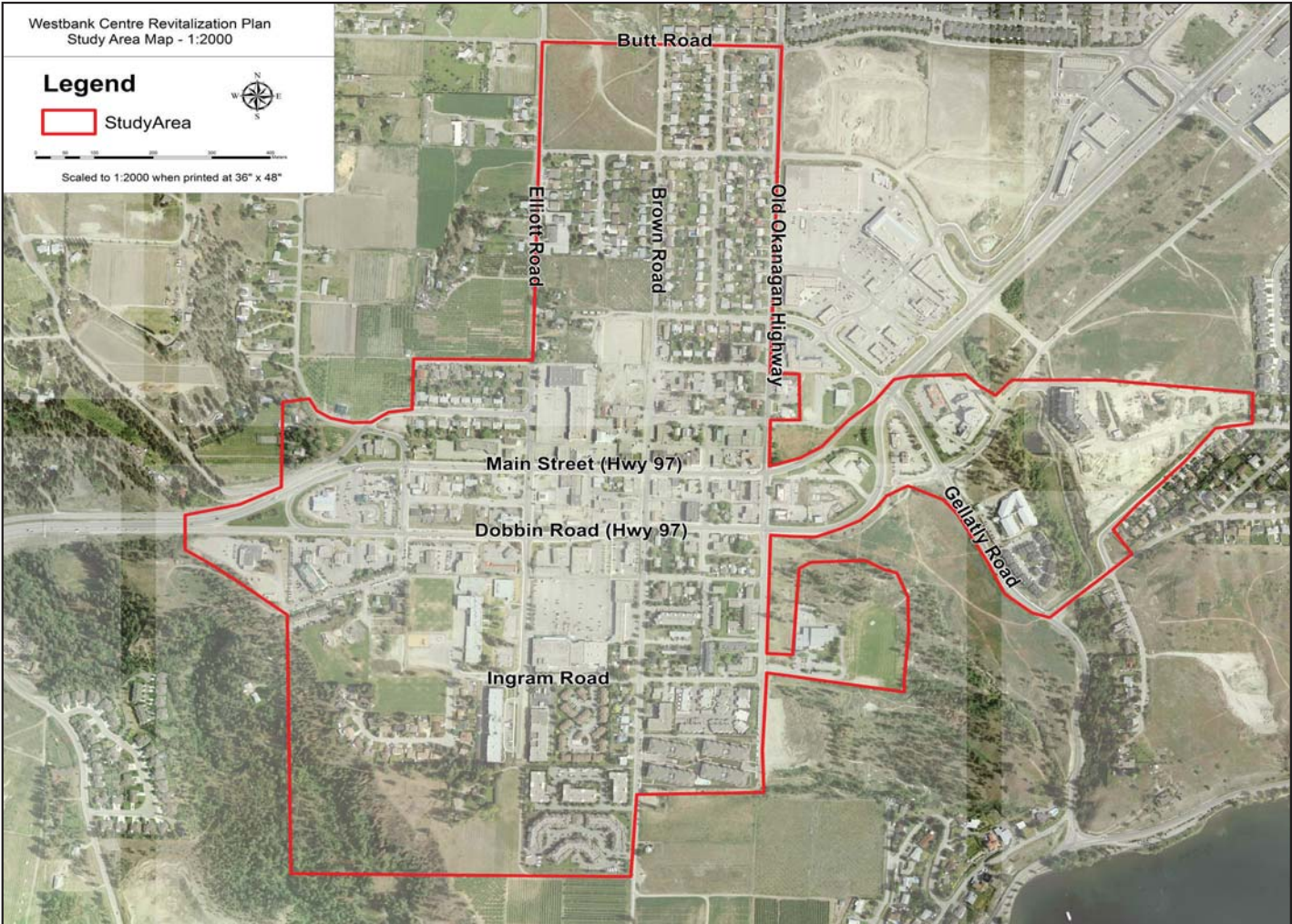
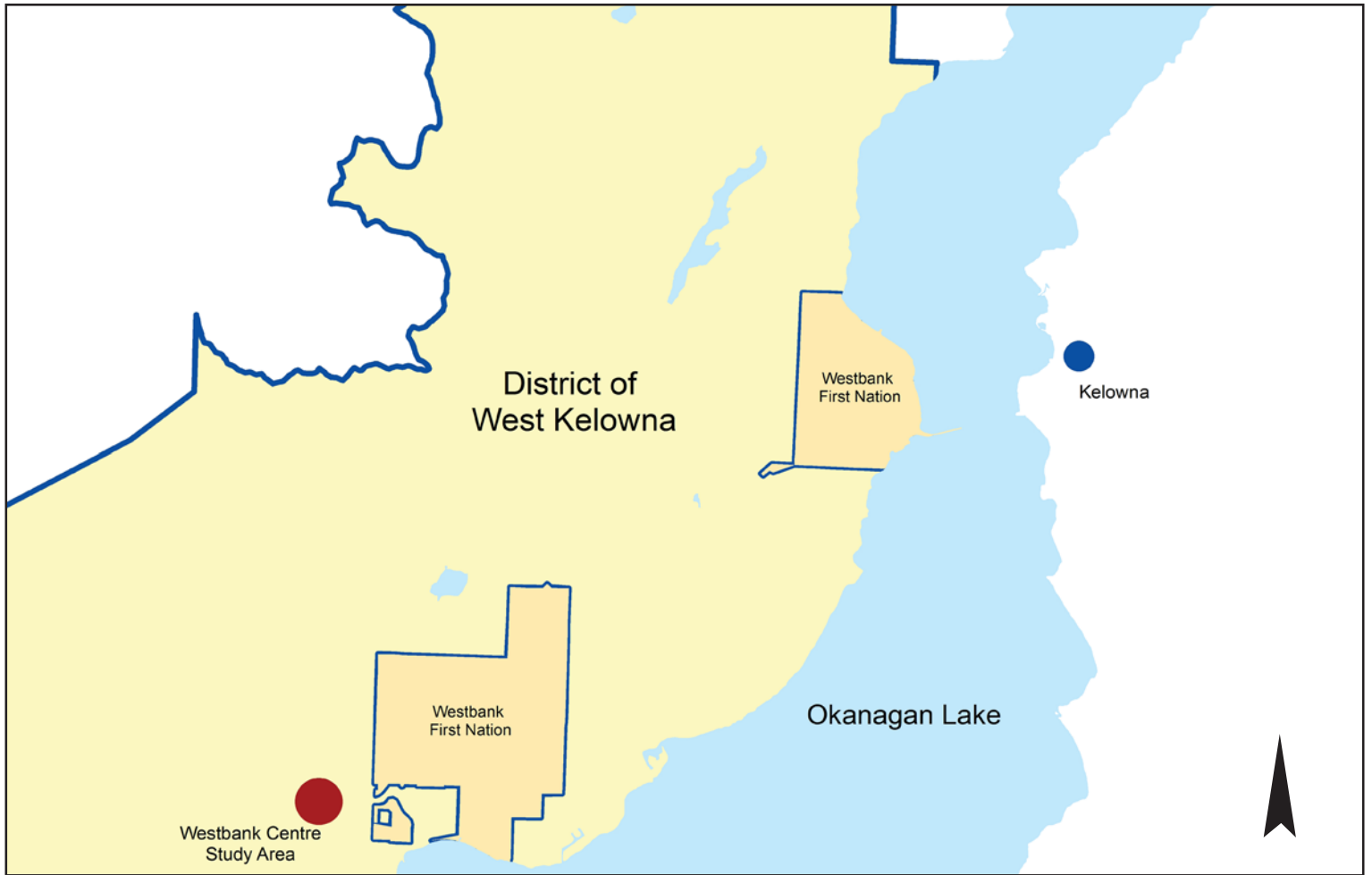


Figure 2: Westbank Centre Context Area Map



1.4 Plan Process

This plan is founded on a strong base of community involvement that occurred throughout the planning process for Westbank Centre. This process involved a series of public and stakeholder events including workshops, open houses and the Westbank Centre Community Design Charrette where design options were co-created with key community stakeholders, agency representatives and the public.

The Westbank Centre Revitalization Plan was undertaken in three phases:

Phase 1 – Setting the Context: Identifying Issues & Opportunities

Phase 2 – Preliminary Concepts and Draft Plan

Phase 3 – Final Plan, Agency Review

The Process Flow Chart on the following page illustrates the planning process.

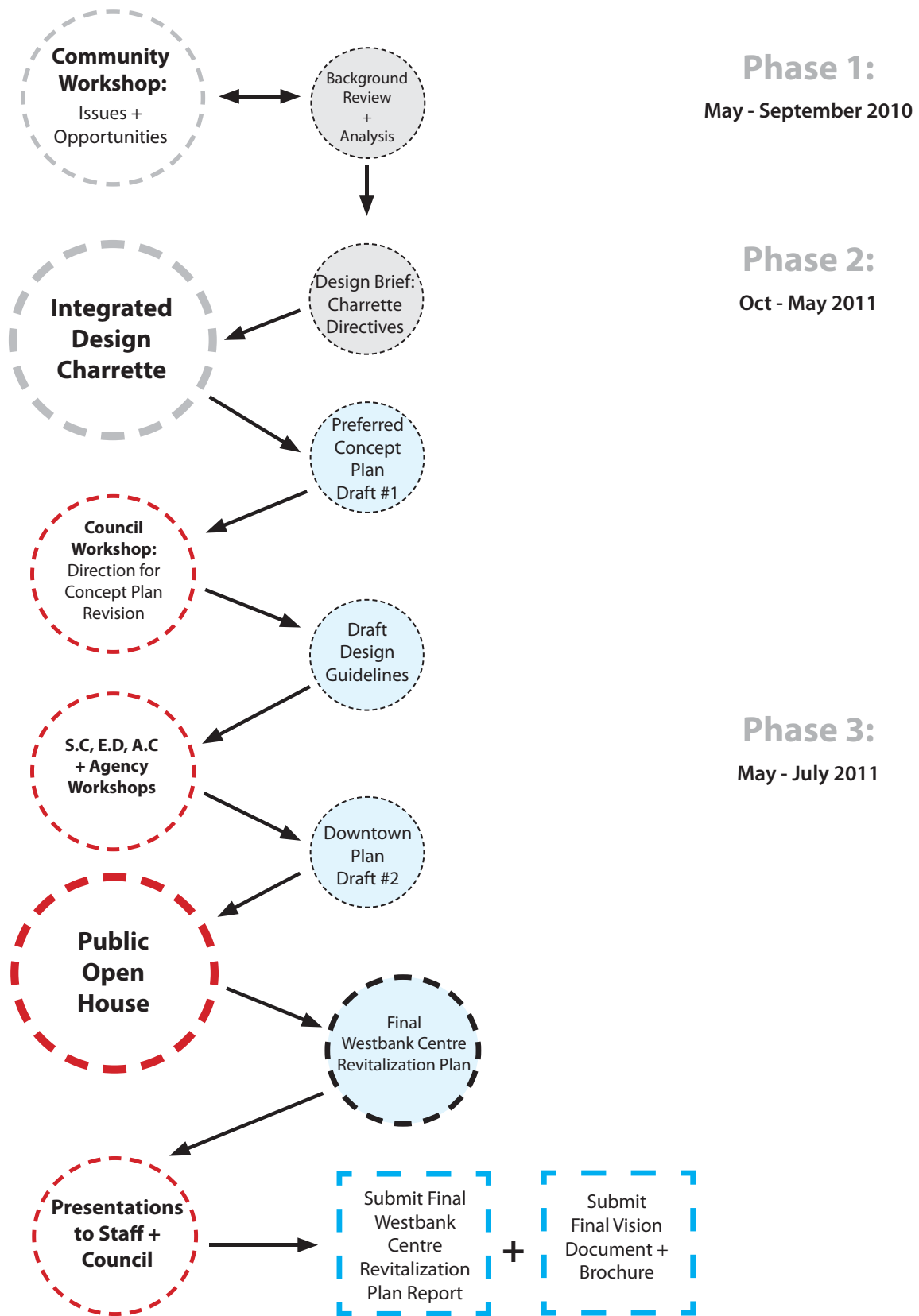


Block modeling exercise at the Community Design Charrette



Small group brainstorming exercise at the Community Design Charrette

Figure 3:
Plan Process and Public Consultation Flowchart



Stakeholder and public input and review was integral to the planning process, and included several components - summary reports of consultation events and workshops can be found in the supplemental Appendices document. This plan was reviewed at each iteration by Council committees (i.e. APC, AAC), ensuring staff and committee input at each stage.

PHASE 1

Community Issues & Opportunities Workshop (July 2010):

Public and stakeholder representatives identified key issues, desires, opportunities and challenges that resulted in a vision statement and set of planning principles that are the foundation for the Westbank Centre Revitalization Plan. The Issues and Opportunities Memo can be found in Appendix A.

Westbank Centre Community Consultation Committee: The WCCCC was appointed by Council in September 2010 to meet with the consultant team and staff and review progress and offer input at key stages of the process. The WCCCC acted as a sounding board to advise staff and the consulting team throughout the development of the Westbank Centre Revitalization Plan by providing direction and feedback on its progression.

Transportation Workshop (September 2010): This integrated land use and transportation workshop was attended by staff, project consultants and representatives from the Ministry of Transportation and Infrastructure (MOTI), BC Transit and Master Transportation Plan consultants who worked through the difficult transportation challenges facing Westbank Centre, in particular those related to the Highway 97 couplet. The workshop resulted in agreement on a set of clear options for the couplet and the overall transportation network. This created significant momentum and a clear starting point for the Community Design Charrette.

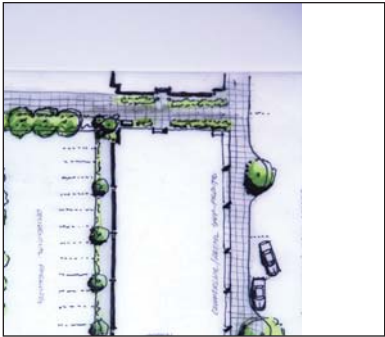
Website: The District has maintained a page on its website for the duration of the project, which afforded West Kelowna residents further information during the course of the planning process.



Screenshot of the Westbank Centre Revitalization Web Page

PHASE 2

Westbank Centre Community Design Charrette (October 2010): This two day, integrated and multi-disciplinary design workshop was very well attended. Participants included residents, local business owners and members of the development community who worked together with the consulting team, District staff and agency representatives to co-create alternative design concepts for Westbank Centre. This collaborative and intensive two day workshop resulted in two preliminary concept options (Concept Plan A and Concept Plan B - See next page) that were both highly innovative and practical, incorporating the local knowledge and expertise of stakeholders with the technical expertise of District staff and consultants.



More images from the 2-day Community Design Charrette

Public Open House #1 (October 2010): The two preliminary concept options were presented to the community for feedback which was then collected at a public open house held on the last evening of the Charrette. 135 people attended this exciting event resulting in a significant amount of feedback on and preferences for each of the two concept options. The results of the Charrette, together with the significant amount of public feedback collected, were presented to Council for their review and input which together, was used to select and refine a preferred concept for Westbank Centre (see Appendix B for complete Design Charrette and Open House summary).

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



Key Features of Concept Plan A:

- Dobbin Road is widened to accommodate two lanes of moving traffic in each direction
- Main Street is redeveloped as a pedestrian- and transit-friendly, two-way High Street forming the civic, commercial and service focus of Westbank Centre
- New street connections into the southern half of Westbank Centre, with an extension of Ingram Road to Gellatly Road and a link across Glen Canyon to Gellatly Road
- A Transit Hub is located between Main Street and Dobbin Road, facing Brown Road



Key Features of Concept Plan B:

- Dobbin Road and Main Street are retained as the provincial highway one-way streets, but with some pedestrian- and transit-friendly enhancements
- Brown Road is redesigned as a pedestrian- and transit-friendly, two-way High Street forming the civic, commercial and service focus of Westbank Centre, with on-street parking on both sides, an enhanced public realm, and new landscaping
- The urban street grid is re-oriented over time to support Brown Road as the High Street, with a finer-grained street grid and new lanes oriented north-south on either side of Brown Road





Images from the 2-day Community Design Charrette and Public Open House held on October 13-14, 2010.



PHASE 3

Economic Sustainability Workshop: The Economic Sustainability workshop was held on April 27, 2011, with several key landowners, developers, business owners and the real estate industry, to help gather input on the draft plan. Opportunities and challenges were identified and incorporated into the most recent draft plan as recommendations for economic development within Westbank Centre (see Appendix C for complete Economic Sustainability Workshop summary).

Public Open House #2: A second public open house was held on June 16th 2011 at the Royal LePage Arena in West Kelowna. The open house was designed as a convenient drop-in type event with a BBQ and live music entertainment. There were approximately 400 attendees present at the open house throughout the course of the event. A survey was conducted with attendees in order to gather feedback on the draft plan. Highlights from the survey include:

- 87% of respondents support the plan's vision for Westbank Centre;
- 84% of respondents support the conversion of Dobbin Road into a two-way provincial highway and the conversion of Main street into a beautified two-way pedestrian-oriented commercial street;
- 87.9% of respondents support the concentration of commercial uses along Main street and Dobbin Road;
- 74% of respondents support the consideration of 6-story buildings within designated areas in Westbank Centre;
- 88.6% of respondents support the event/festival strategy outlined in the plan;
- 90% of respondents who are current land or business owners in Westbank Centre support the creation of a Business Improvement Area.

Complete survey results can be found in Appendix D.

1.5 Planning Context

1.5.1 Historical Context

Overview

Westbank Centre is West Kelowna's historic social gathering place and economic core. Prior to the construction of the Coquihalla Connector in 1990, the heart of the centre was along the two-way thoroughfare of Main Street. Historically, Main Street served the needs of the community and was pivotal in the community's economic development.

Since 1986, Highway 97 has operated as a one-way couplet through Westbank Centre, with two parallel east-west streets (Main Street and Dobbin Road). The conversion of Highway 97 into a one-way couplet, together with the significant amount of commercial development within WFN lands adjacent to Westbank Centre, has had a significant impact on Westbank Centre.

In 2008 the new William R. Bennett Bridge was opened. The bridge replaced a former pontoon bridge linking West Kelowna and Kelowna. The new bridge is designed to handle up to 80,000 vehicles daily, and has made it easier and more convenient for people to live in West Kelowna and work in Kelowna (and vice versa).

Incorporation and Name Change

What is today the District of West Kelowna was formerly part of the Regional District of Central Okanagan. In 2007 local residents voted to separate from the Regional District and incorporate as their own municipality. The District was incorporated on December 6, 2007 as Westside District Municipality. On January 30, 2009 the District was renamed the District of West Kelowna.



Population and Growth Expectations

The 2010 District of West Kelowna population was 27,195 (BC Stats), a -0.4% change from 2009. BC Stats does not provide population projections for individual municipalities, but they do provide 25-year projections for Regional Districts. 2010 BC Stats data shows that the Regional District of the Central Okanagan, of which the District of West Kelowna is a part, is projected to grow by approximately 45% over the period 2010-2035 - the third highest growth rate among Regional Districts in the Province. This suggests that there will be significant growth in West Kelowna - and more specifically Westbank Centre.

The land use plan is premised on Westbank Centre accommodating the majority of growth in the District of West Kelowna. Over the next 30 years, Westbank Centre is projected to accommodate a desired/anticipated increase of between 5600-7500 new residents. These numbers are based on the potential build out capacity of the proposed Land Use Plan on page 62.

The following table sets out the potential build out capacity of Westbank Centre:

Table 1: Build Out Capacity of Westbank Centre

Housing Type	Gross Buildable m2	Units per Ha (range)	Population (range)
Low-Medium Density Town Centre Residential	236,428	750-1000	1650-2200
Medium-High Density Town Centre Residential	795,527	2500-3400	3500-4760
Town Centre Commercial Mixed-Use	331,321	330-430	462-602

Agricultural Land

Westbank Centre also contains a significant amount of agriculturally designated land immediately adjacent to it. As evidenced by the results of this process and previous planning work, agriculture has been confirmed as a valued amenity to the community. Westbank's agricultural origins run deep, and still forms a major part of its identity and economy. As such, the preservation and celebration of agricultural heritage and uses is an important component of this plan.

Images of West Kelowna's agricultural amenities.



Westbank First Nations

Within the District's boundaries are two self-governing reserves of the Westbank First Nation (WFN), Tsinstikeptum 9 and Tsinstikeptum 10. Approximately 8,000 non-band members and 500 Westbank band members live on the reserves. The Westbank First Nation is one of the most progressive First Nations in Canada. With a stable and sophisticated government, a leased land system and large amounts of undeveloped serviced land, commercial and residential developers have increasingly pursued development on WFN land. In recent years, several large commercial projects have been developed along the provincial Highway 97, including shopping centres and big box retail stores such as Walmart, Canadian Tire and Home Depot. This development has had a significant impact on commercial uses in Westbank Centre drawing shoppers away from and competing with Westbank Centre shops and services.

Image of big-box retail and Aerial view of the Westbank First Nation shopping plaza at Highway 97 and Old Okanagan Highway



1.5.2 Relationship with Other Relevant Plans and Initiatives

A number of planning studies, plans and policy documents inform, are relevant to, and have implications for the Westbank Centre Plan:

1999 Westbank Centre Strategic Plan

The Westbank Centre Strategic Plan, which provides the current planning policy direction for development applications in the Westbank Centre area, was adopted into the Official Community Plan in 1999. While this document was adopted by the RDCO Board, many of the action items and strategies were never implemented by the Regional District.

2005 Westbank Centre Strategy Report

In 2003 the RDCO initiated a review of the 1999 strategic plan and attempted to bring forward an Agricultural Land Reserve (ALR) exclusion block appeal as a revitalization strategy for the area. Extensive public consultation occurred and in 2005 a draft Westbank Centre Strategy Report was prepared that investigated the possible exclusion of 35 hectares of ALR land within the Westbank Centre. However, as a result of the governance uncertainty, the Agricultural Land Commission (ALC) deferred commenting on the proposed exclusion request and the report was abandoned.

2007 Westbank Centre Vision and Implementation Strategy

In 2007, the RDCO reinitiated a review of the 1999 Plan. A committee was established representing a broad spectrum of business and community interests on the westside to work with planning staff and a local engineering, planning and urban design firm to complete a development plan for the town centre.

This work resulted in the preparation of a draft Westbank Centre Vision and Implementation Strategy. This strategy was forwarded to the RDCO Board for consideration in 2007. Due to the imminent governance change and the proposed budget implications, the RDCO Board deferred the draft Implementation Strategy to the District Council for their review and follow-up.

2009 DWK Council Direction

In 2009, the Draft Westbank Centre Vision and Implementation Strategy were presented to the newly constituted District of West Kelowna Council acknowledging the changes that had occurred since 2007. On October 27, 2009 Council provided direction to staff to draft a Request For Proposals and proceed with the development of a Revitalization Plan for Westbank Centre.

1.5.2 Policy Framework

2011 District of West Kelowna Official Community Plan

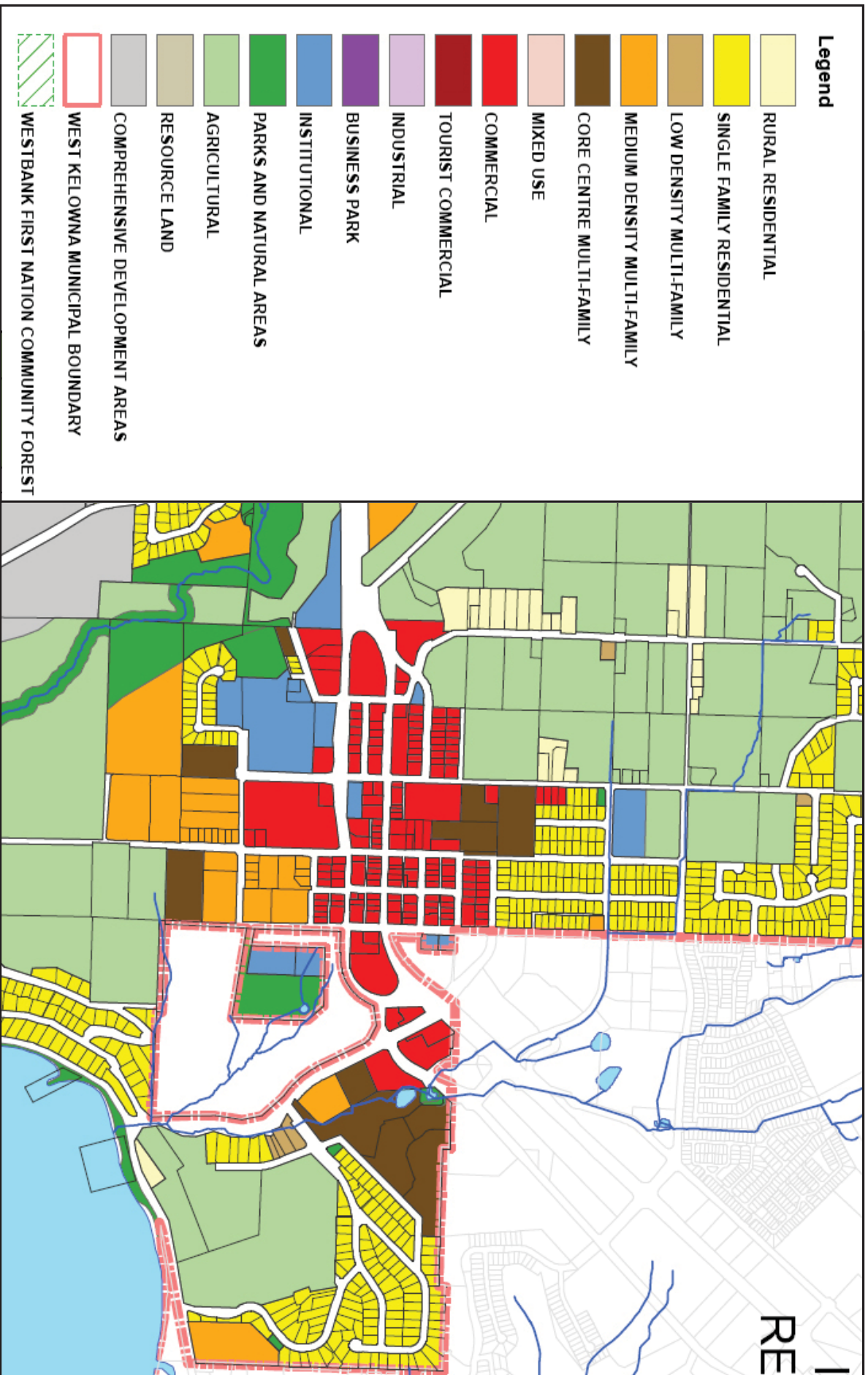
The West Kelowna Official Community Plan (OCP) was adopted on July 26, 2011. The OCP Land Use map designates a large portion of Westbank Centre's land base as "Commercial". The Land Use map also designates areas of "Core Centre Multi-Family" and "Medium Density Multi-Family" housing in the area. This housing is anticipated to be at higher densities at the core of Westbank Centre with decreasing density moving away from the Centre. There is also some land designated as "Institutional" use in the area. It is anticipated that Staff may need to amend the OCP based on the results and recommendations of the Westbank Revitalization Plan once its complete.

The 2010 OCP Land Use Map on the following page illustrates the future land use as designated in the Official Community Plan for the Westbank Centre Area - Some revisions to OCP Land Use policies and designations are recommended by this plan.

Zoning Bylaw No. 871 (2000)

The Zoning Bylaw is the regulatory document which controls the use, size, height, density, and location of buildings on a property within the District. The current zoning bylaw needs updating as the document has limitations with current market realities and planning policies. This update has been confirmed by District Council as a strategic priority for 2012,

Figure: 4 2011 OCP Land Use Map - Source 2011 DWK Official Community Plan





Agricultural Land Commission (ALC) Act

The ALC Act is used to encourage local governments, First Nations, the government and its agents to enable and accommodate farm use of agricultural land and uses compatible with agriculture in their plans, bylaws and policies. Section 46 of the act requires local government to ensure that its bylaws and plans are consistent with the ALC Act, the regulations and orders of the ALC.

BC Building Code

The BC Building Code sets out the technical provisions for new buildings in the province. Recent amendments to the BC Building Code allowing 6-storey wood frame buildings may have a direct impact on the future of development in Westbank Centre. Developers may choose to go with woodframe structures up to 6-storeys if zoning regulations are changed, as concrete buildings are not currently financially feasible.

Westbank First Nations (WFN) Land Use Plan and Development Activity

During 2007 WFN Council approved the development of approximately 42,000 m² (450,000 ft²) of commercial space. This includes a new Walmart, a London Drugs, a Superstore, a Staples Office Supply and two office buildings. It also includes room for a range of other tenants, from Natures Fare food market to a photography store, Rogers Wireless, Insurance offices and at least six restaurants and a new Tim Hortons.

In addition, during 2007 WFN Council approved a new hotel and provided development permits for approximately 500 residential units. WFN staff is currently working on applications for more than 2,500 residential units that are planned to be built over the next ten years.

Other Relevant Plans, Bylaws and Policies

Other plans, bylaws and policies that have helped shape this plan includes: the District's Parks and Recreation Master Plan, Waterfront Plan, Master Transportation Plan, Agricultural Plan, and the BC *Heritage Conservation Act*. These plans may have an influence on future land use and policy directions that may arise during the implementation phase of this plan.

1.5.3 Strategic Priorities

Through its 2011 Strategic Priorities, the DWK Council has reconfirmed the importance of the Westbank Centre area revitalization and has identified the update the current zoning regulations as a 2011 priority following completion of the OCP Review. It is anticipated that the revision of the Zoning Bylaw will include amended zoning regulations that may assist in the revitalization of the Westbank Centre.

1.5.4 Summary and Implications

A number of plans, studies and initiatives addressing Westbank Centre have been undertaken over the years. All of these have acknowledged the significant importance of revitalization of Westbank Centre to the economic, social and environmental sustainability, and in particular, to the identity, amenity and overall livability of the District. The 2011 Draft OCP emphasizes the importance of encouraging residential density and a diverse mix of uses in Westbank Centre as a key component of the District's overall growth management strategy premised on supporting transit use and creating walkable neighbourhoods and centres.

The WFN Land Use Plan and associated development activity has resulted in a significant amount of built and un-built capacity for commercial and residential uses which has drawn commercial and residential development activity and energy out of Westbank Centre.

The purpose of this plan is to provide a clear and practical vision for Westbank Centre, supported by more detailed policies and actions focus on implementing broader sustainability and livability goals included in the 2011 West Kelowna OCP. Westbank Centre revitalization will be a primarily a market driven process shaped and encouraged by strategic, phased public investments within the context of significant growth and development occurring elsewhere in the District and region including on WFN lands.

Key Opportunities and Challenges in Westbank Centre

Key opportunities:

- Panoramic views of Okanagan Lake and mountains
- Proximity to Okanagan Lake
- Proximity to prime agricultural land
- Extensive recent public investment in Town Centre
- Strong traditional street grid

Key challenges:

- Provincial Highway 97 runs through town on both main arteries - dividing the Town Centre and restricting pedestrian movement.
- Potential Agricultural/Urban interface conflicts
- Commercial/Retail competition from Westbank First Nation
- Limited knowledge and wayfinding for community amenities.

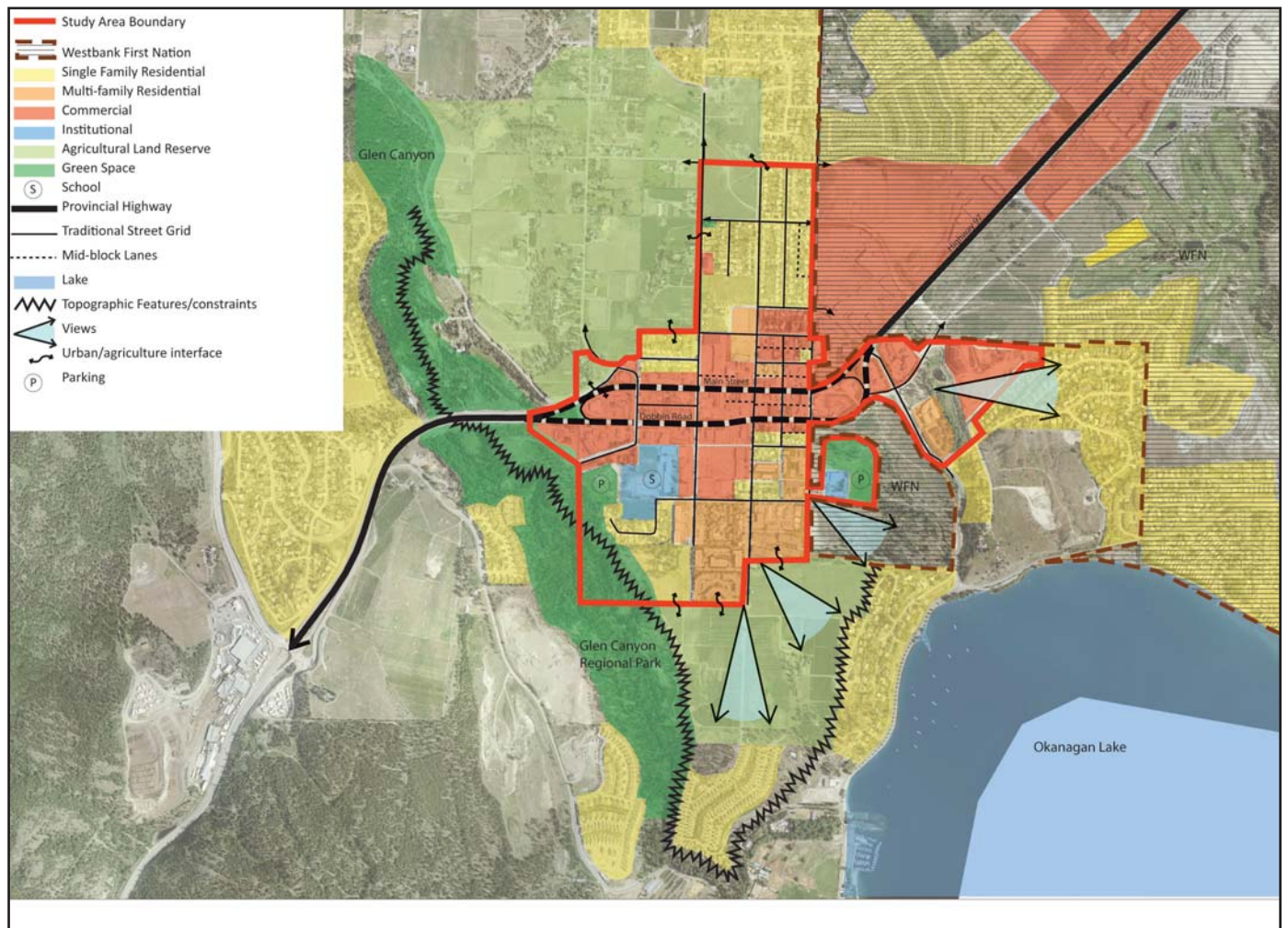


2.0 Plan Area Conditions

2.1 Site Context & Topography

The Westbank Centre site context is notable: the urban centre occupies a bench of land, or plateau, that sits high above Okanagan Lake to the south. This plateau forms part of the geological benchlands of the Okanagan Valley. The bench drops off steeply down to Glen Canyon to the immediate west, and to the southeast towards the lake. The land slopes more gently upwards from the Centre towards the northwest, north and northeast. A ridge of mountains defines the northern horizon, and a similar range of mountains defines the southern horizon on the opposite side of Okanagan Lake. There are impressive panoramic views from the bench towards the lake and the surrounding mountains. This unique topographic context gives Westbank Centre a clear sense of spatial definition and containment with views to and from Westbank Centre helping orient people geographically.

Figure 5: Westbank Centre Existing Conditions Map



2.2 Land Use & Development Patterns

The immediate proximity of farmland to urban land uses contributes to the unique character of Westbank Centre. This integrated urban/agriculture land use pattern is particularly noticeable where active farmland abuts urban land uses, such as along Brown Road in the south, Elliot Road, Solar Road and Delray Road to the west and north, and Butt Road to the north.

The Agricultural Land Reserve (ALR) has effectively acted as an urban containment boundary for Westbank Centre, which is still largely defined by a range of commercial uses in and around the core, surrounded by residential uses to the north and south, and with active agricultural lands to the north, west and south (see Context map on pg. 33).

The land use patterns in Westbank Centre reflect the traditional pattern of community, commercial and service uses that were focused on Main Street. While it still retains several street-fronting commercial/retail uses, and a relatively fine-grained pattern of commercial buildings fronting onto it, there are gaps in retail and other active uses along Main Street. Key public/community amenities along Main Street include the Lions Hall and St. George's Anglican Church.

Larger land assemblies both to the north and south of Main Street, and particularly along Dobbin Road, have been developed with typical suburban 'strip mall' shopping malls including the Westbank Centre Mall and Westridge Centre.

The land use patterns shift as you move further north or south. To the north, a significant area of single-family one-storey housing exists north of Gosset Road. To the south, a substantial amount of multi-family housing (up to four storeys) has been developed in recent years south of Ingram Road.

Public Investments

Several significant public investment projects have occurred within Westbank Centre signaling a commitment to Westbank Centre revitalization. These have included:

- The development of Westbank Centre Community Park, including a community garden and off-leash dog park;
- The renovation of the West Kelowna Fire Hall;
- The Rotary Spray Park

- The relocation and renovation of Westbank Museum
- Renovations to the Public Library
- The new RCMP Building, which was constructed to Leadership in Energy and Environmental Design (LEED) standards.
- The Johnson-Bentley Memorial Aquatic Centre (JBMAC), is located east of Old Okanagan Highway, adjacent to WFN lands.

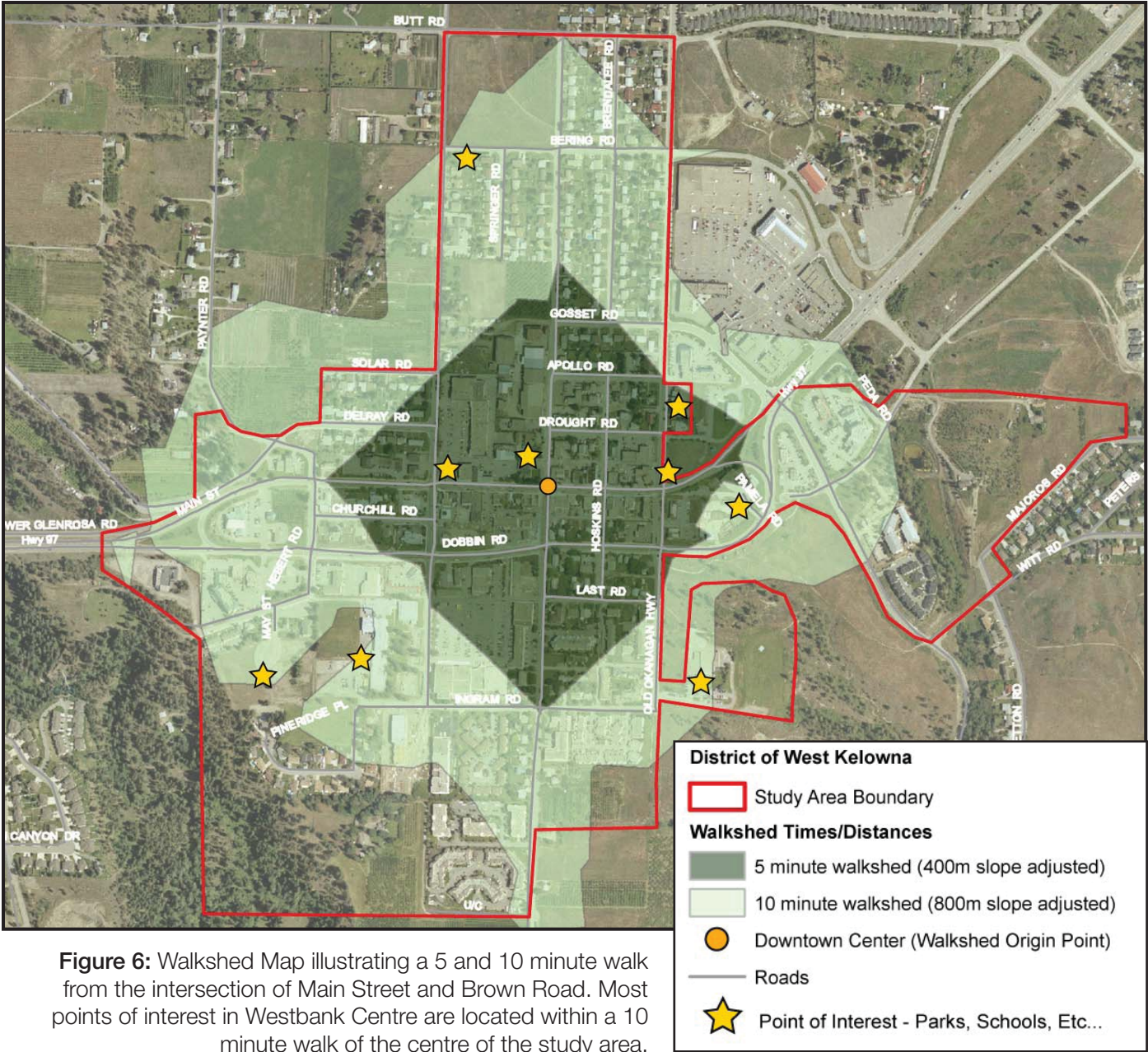


Figure 6: Walkshed Map illustrating a 5 and 10 minute walk from the intersection of Main Street and Brown Road. Most points of interest in Westbank Centre are located within a 10 minute walk of the centre of the study area.

2.3 Urban Structure

Westbank Centre’s urban structure is largely defined by its street network, which in turn supports certain types of urban form. The street network pattern is a modified traditional grid based on subdivision of the historical agricultural grid layout, with perpendicular streets running north-south and east-west. Main Street is the historical community “high street”, supporting most of the original commercial and service uses that fronted onto it. The block pattern on either side of Main Street is a predominantly east-west oriented grid, with mid-block lanes and secondary streets running parallel to Main Street. Consequently, properties in this area are either north- or south-fronting.

North of Gosset Road the block pattern shifts to a predominantly north-south oriented street grid, with properties fronting east or west. This area is predominantly developed with single-family housing.

Figure 7: Block Structure and Street Network



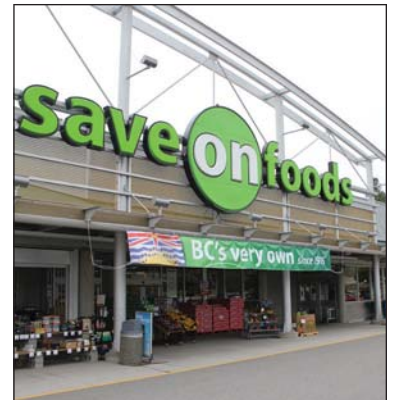
The traditional street grid is a significant public realm asset, as it provides for a multiplicity of route options, disperses vehicular traffic, maximizes the number of intersections, reinforces the sense of place, and creates short, walkable blocks that are pedestrian-friendly. By creating smaller blocks, the traditional street grid also encourages buildings that use most, if not all, of the available site area and front directly onto public streets, thus supporting more urban forms of development and a pedestrian friendly public realm with active street fronts. However, the street grid is incomplete and there are some gaps in the traditional street network.



The mid-block lane network on either side of Main Street, while somewhat reduced and discontinuous, is also a significant public realm asset. Mid-block lane rights-of-way occur between Brown Road and Old Okanagan Highway north of Main, and also south of Main, extending west of Brown Road.



Some of the smaller historical urban blocks have been consolidated into larger 'super blocks' in more recent years, to facilitate larger developments with substantial areas of surface parking such as the Westbank Centre Mall and Westridge Centre.



The southern half of the study area (south of Dobbin Road) has a more limited street network, with poor street connections and a discontinuous grid. The result is several large super-blocks which have been developed with multi-family housing projects and the Westbank Centre Plaza with extensive surface parking. There is also a small, isolated pocket of single-family housing arranged on Pineridge Place, a typical suburban dead-end street.



2.4 Transportation Network

Highway 97

The provincial Highway 97 runs east-west through the middle of Westbank Centre. In 1986, Highway 97 was expanded into a one-way couplet using two parallel east-west streets. The west-bound lanes of Highway 97 are located on the original Main Street, while the east-bound lanes are located on Dobbin Road. Consequently, Main Street has been converted from a traditional two-way local street with small-scaled shops, cafes and restaurants fronting directly onto the street, into a one-way highway with relatively fast moving through traffic and high volumes.



The conversion of Highway 97 into a one-way couplet has had a significant impact on the economic viability and community amenity of Westbank Centre. While it works well for vehicles as a provincial transportation through-route, it undermines Westbank Centre as a pedestrian-friendly urban place, particularly along Main Street, and creates a major double barrier between the northern and southern portions of the town centre.

Highway 97, including the couplet traveling through Westbank Centre, is under the jurisdiction and authority of the Provincial Ministry of Transportation and Infrastructure as directed by the Provincial *Transportation Act*. As such, the District does not have direct control over its configuration and routing. However, the District has been working closely with MOTI, through the Westbank Centre Plan process, to identify alternatives for the couplet to balance the objectives of MOTI with the District's aspirations for a revitalized town centre.

The District of West Kelowna has recently undertaken the development of a Master Transportation Plan (MTP). As part of that work, the MTP consultants examined several options for modifying the Highway 97 couplet through Westbank Centre. These ranged from a 'status quo' option (do nothing), to a 'full by-pass' option (a completely new route that by-passes Westbank Centre entirely). Several options also examined consolidating the provincial highway on Dobbin Road as a two-way route, and returning Main Street to the District as a local two-way street. The associated construction cost estimates vary widely between options.

The District has also commissioned a separate study of transportation options for the Highway 97 couplet through Westbank Centre. At the time of writing, this study has identified two preferred options for Highway 97, of which, option 1 - recommending the removal of the one-way couplet, was endorsed by District Council and the public. These options are described in detail in a separate report¹ by the authors of that study. Details can also be found in chapter 6 of this Plan.

Other Roads

As described in section 2.3 above, the street network pattern in Westbank Centre is a modified traditional grid, with an incomplete street grid of perpendicular streets running north-south and east-west. While the street network is relatively well established north of Dobbin Road, it is more limited and discontinuous south of Dobbin Road which is made up primarily of very large 'super-blocks' with internal private access roads and very limited vehicular access to or from the surrounding areas. Hebert Road, Pineridge Place, Elliot Road, Brown Road and Old Okanagan Highway all terminate in dead ends, and there is no way into or out of this area from the surrounding area, other than via access from Highway 97 (Dobbin Road) to the north. This poses a potential public safety risk and also forces all local traffic onto Highway 97. Ingram Road connects George Pringle Elementary School in the

1. Boulevard Transportation Group Ltd (2011), Westbank Centre – Traffic Corridor Study

west to the Johnson-Bentley Memorial Aquatic Centre in the east.

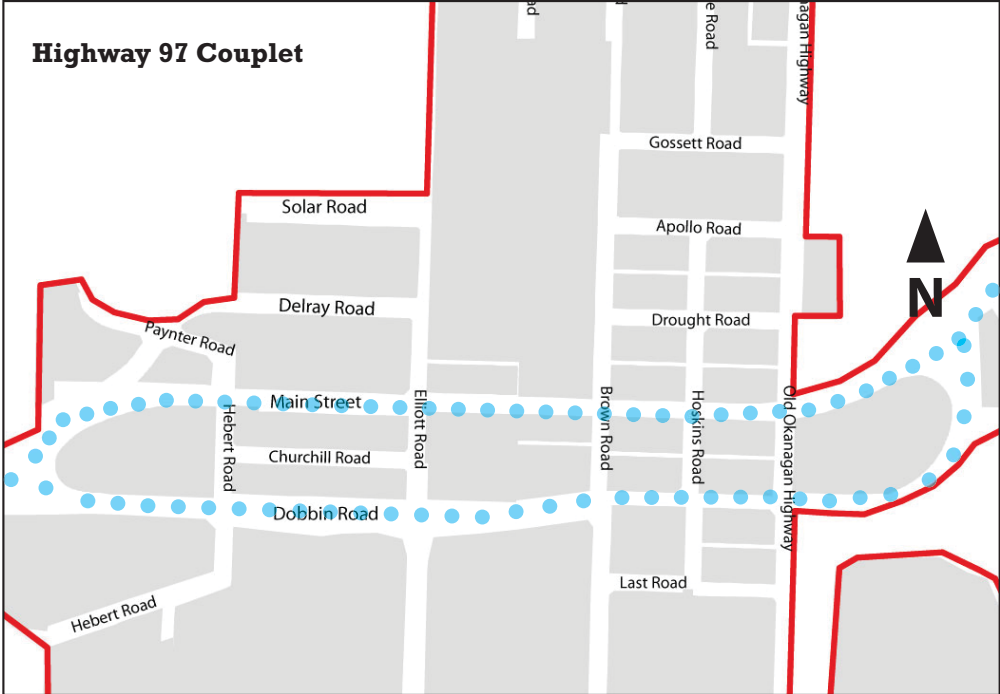
Pedestrian access is also limited in the southern portion of the study area, with no direct pedestrian connections between Westbank Centre and the lake front to the south.

A key component of this plan is to:

- 1. Complete, enhance and strengthen the street grid in Westbank Centre;
- 2. To create a more pedestrian-friendly urban scale;
- 3. Improve access to and from the surrounding areas;
- 4. And to emphasize multiple modes of transportation including walking, cycling, scooters, and transit, within the street network.

New road linkages and local collector streets will ease pressure on Highway 97 and improve connectivity between surrounding residential areas and the town centre. They will also improve public access to and from existing community facilities such as the aquatic centre, the elementary school, and existing parks.

Figure 8: Map of Highway 97 Couplet



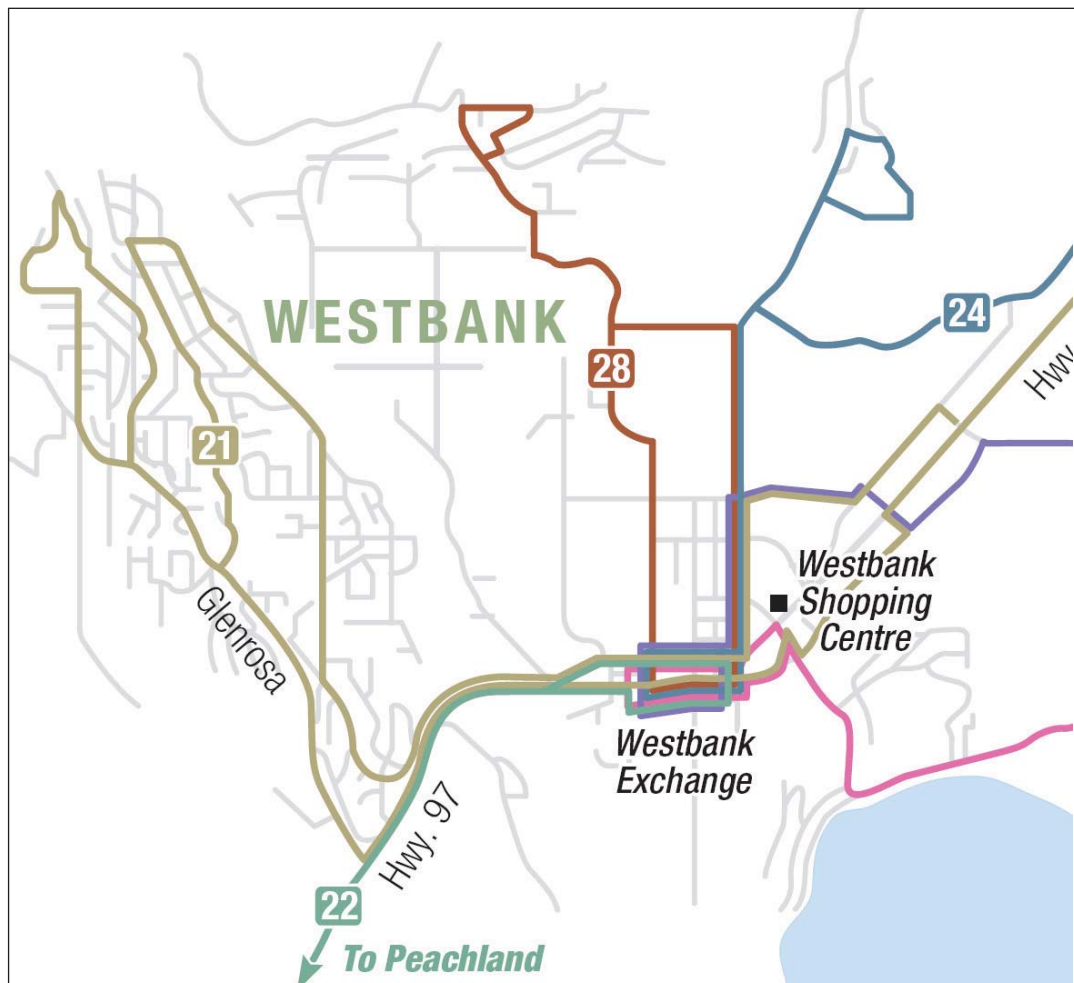
Public Transit

BC Transit highlights that public transit currently accounts for just 3% of all trips in West Kelowna. A key objective of the Master Transportation Plan (MTP) is to increase this to 8% by 2030.

Public transportation in the District is provided through regular local and regional bus service facilitated by the Kelowna Regional Transit System. Bus routes currently servicing Westbank Centre include:

- 20 - Lakeview
- 21 - Glenrosa
- 22 - Peachland
- 24 - Shannon Lake
- 25 - East Boundary (Community Bus)
- 28 - Smith Creek (Community Bus)

Figure 9: Map of Bus Routes Currently Servicing Westbank Centre



Map source: BC Transit (2011)

Bus Rapid Transit

Purpose

The Westbank transit exchange in West Kelowna is required to support the expansion of the Highway 97 RapidBus line from the Queensway Exchange. The Westbank transit exchange will ensure orderly access and egress of busses and transfers of passengers between the other five existing bus routes and allow for future transit route expansion. Orderly and efficient operation is paramount in this location; the 2005 Smart Transit plan estimates 150,000 passengers a year would utilize this facility.

Functional Requirements

The area currently serves five existing routes with the proposed RapidBus line as the sixth route. As the terminus point for the majority of the bus routes on the Westside, this exchange will also serve as a bus layover and timing point. In their preliminary reports, BC Transit anticipates that expansion for 2 more bus bays will be required; as such, 8 bus bays maybe required for this facility.

BC Transit further anticipates that the transit exchange will need to be configured in a saw-tooth configuration to accommodate the independent arrivals and departures of buses when other buses are stationed. Additionally, a saw-tooth configuration allows each transit route to be assigned a specific bay which makes for consistent, simple wayfinding for patrons. As the transit exchange will accommodate multiple bus routes and passenger transfer points, a strong pedestrian oriented environment will be important in the design as it moves forward.

Possible Locations

The location of the western most transit exchange in the District of West Kelowna has been in discussion for a significant length of time. The current transit exchanges occur on street at a number of bus stops along the one-way couplet of Main Street and Dobbin Road. As transfers between various routes do not happen in the same location, this configuration provides a confusing structure for patrons which is undesirable and therefore was not considered as an option.

The Central Okanagan Smart Transit Plan (2005) identified the preferred Westbank Exchange to be located between the Highway 97 one-way couplet, accessed by a two-way north-south street somewhere between Old Okanagan Highway and Hebert Road. This location will be dependent on further land-use planning in the area and collaboration with stakeholders in this project study.

The Official Community Plan (OCP) for the District of West Kelowna was adopted in July 2011. This document identified two town centres, Boucherie and Westbank Centre, both of which are slated for high-density mixed use development. The centroid of Westbank Centre is between Brown Road, Elliot Road, Main Street, and Dobbin Road. The three recommended possible locations for the Westbank Transit Exchange are all on two-way streets between the Highway 97 one-way couplet. These locations are:

- Hebert Road;
- Elliot Road; and,
- Brown Road.

Pedestrian and Cycling Routes

Due to the fact that the District has only recently been incorporated, previous road development was built to rural standards, which typically does not accommodate pedestrians or cyclists. This is reflected in the existing narrow roads, fragmented neighbourhoods and limited road connectivity, which present challenges for pedestrians and cyclists in Westbank Centre.

Several streets in Westbank Centre reflect these historical conditions, with intermittent or no sidewalks in some sections. There are currently no dedicated bicycle routes within the study area.

The District recently completed a Parks & Recreation Master Plan which identified significant opportunities to enhance and improve pedestrian and bicycle transportation infrastructure in Westbank Centre.

The District's Draft Master Transportation Plan (MTP) identifies a network of proposed bicycle routes in and around Westbank Centre.

Examples of enhanced cycling infrastructure



While these routes have not yet been approved or constructed, they form the basis of this plan’s recommendations for enhancing cycling infrastructure in Westbank Centre.

2.5 Building Form

The prevailing built form in Westbank Centre is low rise, with most buildings between one and three storeys in height. A number of newer multifamily apartment complexes have been developed in the southern part of the study area (south of Ingram Road), and most of these are four storeys in height.

The majority of older commercial buildings on the Highway 97 corridor are one or, in a few cases, two storeys in height. Along Main Street, many of these older buildings are constructed to the property line in the traditional street-fronting manner.

While there have been a limited number of newer mixed use projects in Westbank Centre proposing heights greater than four storeys, existing zoning within Westbank Centre allows buildings up to a maximum four stories in height.

Existing built form is almost exclusively constructed in wood frame. Most newer commercial developments have been on larger consolidated lots with very low densities, substantial areas of surface parking, and buildings set well back from the adjacent street.

The Lions Club Community Hall frames an open space on Main Street that is contained by the side elevation of a restaurant on the west side and a church on the east side. This space currently is home to a



Westbank Lions Community Centre with parking



summer farmers market but is otherwise under utilized and therefore has the potential to become a major public plaza or civic square, with some modest design improvements.

2.6 Views & Vistas

Westbank Centre is located on a benchland plateau that sits well above the valley floor, overlooking Okanagan Lake to the south and east. It is surrounded to the north and northwest by mountains, and by more mountains on the south side of the lake. This results in long distance views of the lake and surrounding mountains from several viewpoints in Westbank Centre, most notably from the north-south street ends, in particular Brown Road and Old Okanagan Highway. There are also views eastwards down Main Street and Dobbin Road towards the lake and distant mountains. Street-end views northward also end in mountain vistas (See context map on page 11 for viewshed illustrations).

There are some compelling middle ground vistas of active farmlands (orchards, fields, etc.) from the edges of Westbank Centre, which contribute to the area's sense of identity and help bring the agricultural heritage into the experience of being in Westbank. This is a unique feature of Westbank Centre, which could be built upon and enhanced.

Westbank's Centres location on a plateau in relation to its surrounding natural and agricultural context result in beautiful views both to and from Westbank Centre and represent a significant opportunity and asset to protect and enhance.

There are currently very limited physical connections between Westbank Centre and the lakeshore, and between Westbank Centre and the growing residential areas on the opposite side of Glen Canyon along Gellatly Road. Improving such connections (with roads and trails) will also bring improved vistas from the perimeter of Westbank Centre.



2.7 Market & Financial Analysis

Overview

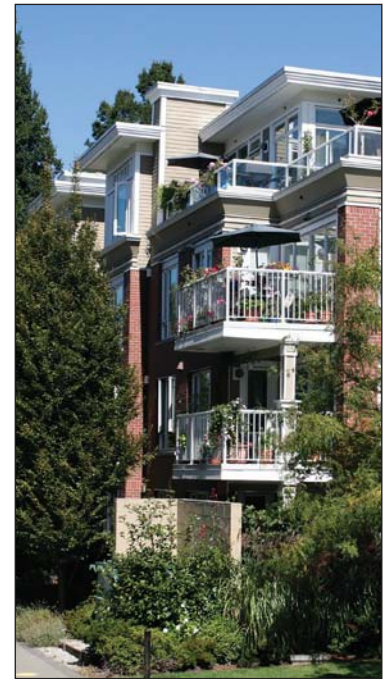
As an input to the planning process, a market and financial review² of the private sector urban development opportunities in the study area was completed to:

- Identify the realistic development opportunities in Westbank Centre in the foreseeable future.
- Estimate the potential future demand for different land uses (and likely pace of development).
- Determine the forms, types and densities of development that are likely to be financially viable.
- Identify strategies to improve the financial viability of development in Westbank Centre.

Summary of Market and Financial Analysis

The results from the market and financial study summarized below informed the policy recommendations of the Westbank Centre Revitalization Plan:

1. Apartment units are expected to account for approximately 90% of new urban development in Westbank Centre (excluding any demand for office space from government/institutional users) over the next 25 to 30 years. The plan should focus on increasing the amount of residential development in Westbank Centre to help create more customers and better prospects for businesses in Westbank Centre.
2. Total demand for additional retail and service space in Westbank Centre will be modest, so the plan should focus on infilling existing retail and service areas while redeveloping existing retail and service space, rather than increasing the geographic size of the commercial area. The plan should aim to create vibrancy by encouraging restaurants, cafes, specialty retail, and entertainment uses to locate within Westbank Centre.
3. The streets that will be most marketable for retail and service use are the streets that offer the best visibility to passing traffic, access to the surrounding trade area, and ample parking. Main Street and Dobbin Road should continue to be the focus of retail and service space, assuming that the public realm can be improved so that



Example of potential residential development



Example of an active retail streetfront.

2. Coriolis Consulting Group (2011), Evaluation of Urban Development Opportunities in Westbank Centre and Implications for the Revitalization Plan



these streets are more pedestrian friendly. If there is an opportunity to turn these one-way streets into two-way streets and increase on-street parking, this should also be investigated.

4. The plan should retain existing opportunities to accommodate food stores in the area as redevelopment occurs. This will require sites with sufficient depths to accommodate a large floor plate.
5. Total demand for additional private sector office space in Westbank Centre will be modest and will come primary from businesses that are interested in serving the immediate residents. However, additional office demand could be generated if government offices and institutional uses locate in Westbank Centre. Therefore, West Kelowna should encourage government and institutional uses (such as a new municipal hall or library and the planned Interior Health Authority facility) to locate in Westbank Centre.
6. Wood frame multifamily and wood frame mixed-use development is financially viable on vacant sites (or sites with low value improvements), but concrete development is not. The concept plan should include a significant number of sites that are designated for 4 to 6 storey apartment and mixed-use development (which can be built from wood). Taller (concrete) buildings could be permitted in the plan, but these should be considered longer term development sites.
7. Once the remaining vacant (or highly under-utilized) sites are developed, Westbank Centre may see lower rates of apartment development because redevelopment of existing older, low density commercial buildings and residential properties is not financially viable (or is marginal at best). Therefore, the District will need to explore strategies to improve the financial viability of redevelopment in Westbank Centre.

Recommended Strategies to Improve Financial Viability of Redevelopment

As recommended in the Coriolis Report, strategies that could improve the financial performance of new apartment or mixed-use projects in Westbank Centre can be divided into two categories:

1. Strategies that could increase the achievable revenues from a new project:
 - Increase the permitted and achievable densities in 4-storey residential buildings (so wood frame is still the method of construction). The maximum achievable density under current R3C – Town Centre Multiple Housing zoning is about 1.4 Floor Space Ratio (FSR). Minimum densities of about 1.8 FSR to 2.0 FSR will be needed to make redevelopment of lower value existing residential properties financially viable.
 - Increase the permitted and achievable density in 4-storey mixed-use commercial buildings. The maximum achievable density under the current C1- Town Centre Commercial zoning is roughly 2.35 FSR. A density of at least 2.5 to 3.0 FSR is required to make redevelopment of older single storey commercial buildings in Westbank Centre financially viable (depending on the amount of commercial parking that is underground).
 - Given that the building code has been changed to allow 6-storey wood frame construction, consider allowing heights of at least 6-storeys so that developers have the ability to build taller buildings if developers perceive that 6-storey wood frame projects are financially viable and marketable.
 - Control density in Westbank Centre using FSR, not units per hectare. This will allow developers to offer a wider range of unit sizes (including smaller more affordable units) and still achieve the maximum permitted floorspace.



Example of 3-4 storey residential buildings

2. Strategies that help reduce the creation cost of a new project:

- Reduce DCCs in Westbank Centre if projects in Westbank Centre can be shown to have a lower impact on the capital cost of municipal infrastructure than projects in other parts of the municipality (this could result in higher DCCs in other parts of the municipality).
- Ensure that mixed-use buildings can achieve the required minimum density to make redevelopment financially attractive with a significant share of the commercial parking at grade.
- Monitor the off-street commercial parking requirements and ensure on-street parking is maximized in the retail district. In future - re-evaluate if off street parking requirements may be decreased.
- Explore a range of creative parking strategies and approaches to make development financially more attractive.



Examples of mixed use development

3.0 Vision & Planning Principles

The following Vision and Principles were developed and refined based on community and stakeholder input received throughout the planning process. Together, they form the foundation for the Westbank Centre 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.

Planning 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. 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 encourage niche retail that does not compete directly with WFN commercial uses.
3. 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.
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.



Examples of pedestrian realm and pedestrian connectivity.

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 over automobile use.



4.0 Fundamental Concept

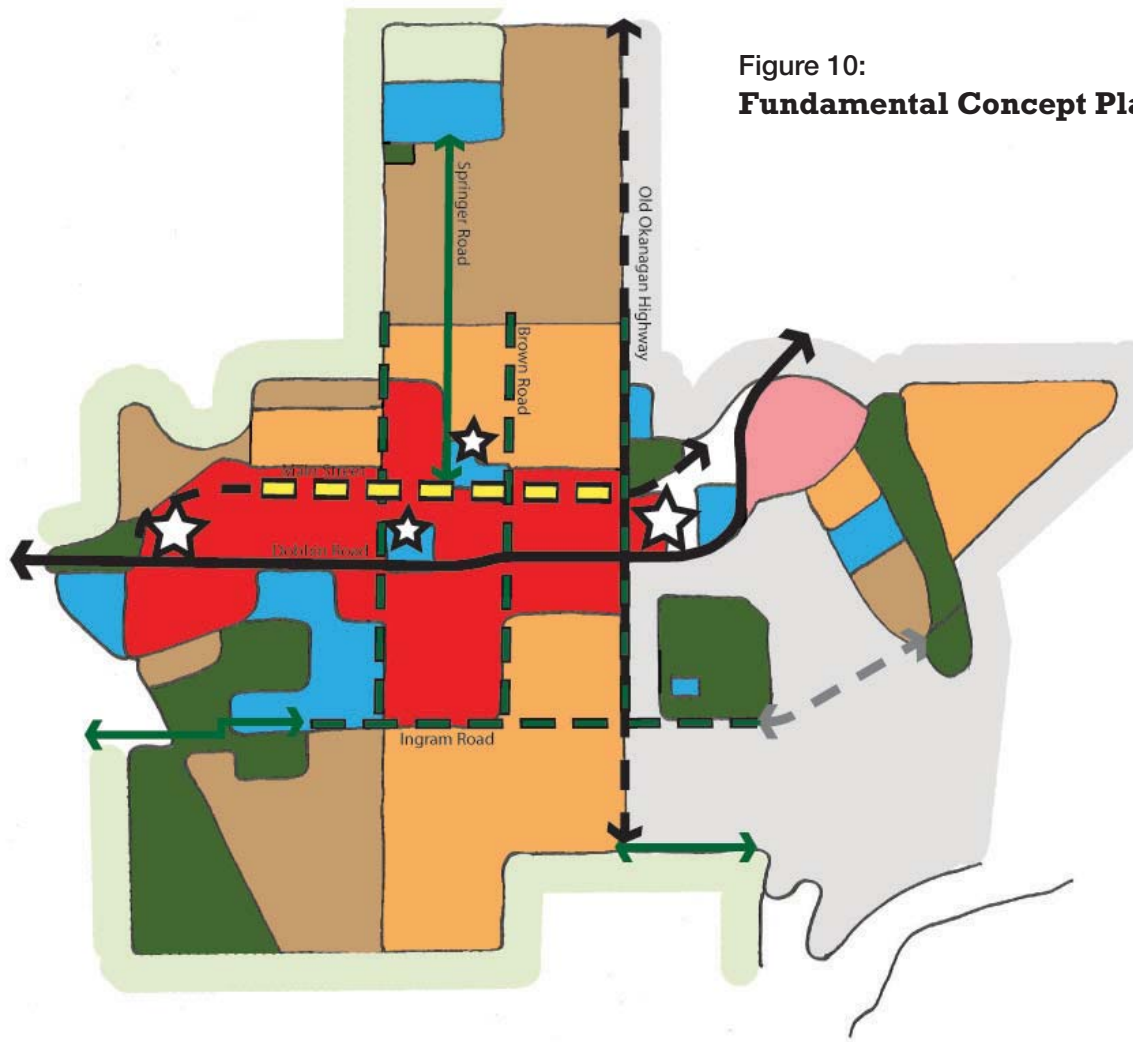
The following Concept Diagram and component descriptions provide a synthesis of the vision and key concepts developed for Westbank Centre Revitalization. This concept diagram is intended as an illustrative conceptual description showing the integration of the main elements of the Plan including:



- Primary and secondary transportation routes (See Chapter 6: Westbank Centre Transportation);
- Greenways and pedestrian priority streets (See Chapter 6: Westbank Centre Transportation and Chapter 8: Public Realm, Parks and Open Space);
- Key public focal points and activity nodes (See Chapter 7: Community, Culture and Economic Development); and
- Their relationship and integration with the broad land use framework (See Chapter 5: Land Use and Development).

As a conceptual diagram, it is not intended to show the whole road network or all land uses in detail. This is in contrast to the land use plan presented in Chapter 5, whose focus and purpose is to show desired future land uses and policies only.

As such, the Fundamental Concept Plan (Figure 10) is not intended to be read as a literal representation of specific land use and transportation policies and/or built form, but rather, is intended to provide a high-level overview of key elements of the plan.

Figure 10:
Fundamental Concept Plan

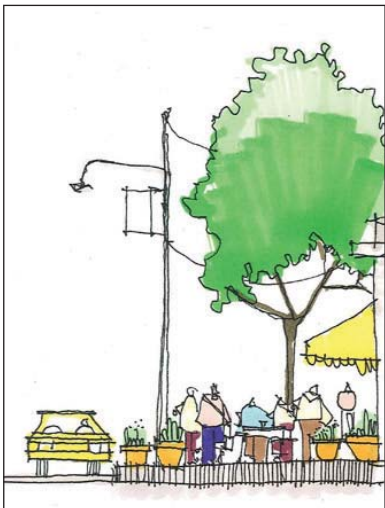


- | | | | |
|---|---------------------------------|--|--|
|  | Traditional Retail Main Street |  | Core Commercial Mixed Use |
|  | Primary Transportation Corridor |  | Service Commercial |
|  | Secondary Multi-modal Corridor |  | Institutional |
|  | Public Focal Points/Gateways |  | Low Density Town Centre Residential |
|  | Pedestrian Priority Streets |  | Medium Density Town Centre Residential |
|  | Pedestrian Connections/Trails |  | Parks and Open Space |
| | |  | Agricultural |
| | |  | Westbank First Nation Land |

■ ■ ■ Traditional Retail Main Street



Pedestrian scale public realm with active street life.



Extending the width of sidewalks in retail areas allow for more activity to 'spill out' onto the street.

Main Street is the traditional retail 'High Street' and plays a key role in the identity of Westbank Centre and the District as a whole. As such, it is a priority for public realm and streetscape enhancements (as described in the streetscape section of the Design Guidelines) and is intended to be the focus of the most intense pedestrian-oriented retail and services (see Core Commercial/Mixed Use designation in Chapter 5, and Chapter 7: Community, Culture and Economic Development). Commercial uses could include: boutique/niche retail, small local restaurants, and boutique hotels.

Currently Main Street is one half of the Highway 97 provincial highway couplet through Westbank Centre. The key recommendation of this plan is to remove the provincial highway function from Main Street. Depending on the resolution of the Highway 97 route through Westbank Centre, Main Street would be converted to a two-way High Street and the public right-of-way owned and maintained by the District. However, regardless of whether Main Street remains as part of the provincial highway system or not, enhancing and attracting businesses to Main Street as the principal pedestrian oriented boutique retail street in Westbank Centre will remain the key District priority for Westbank Centre Revitalization.



Visualization of Main Street looking west

Primary Transportation Corridor

Dobbin Road is currently one half of the Highway 97 provincial highway couplet through Westbank Centre. 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 according to the concepts and policies outlined in Chapter 6 Transportation. As such, Dobbin Road will remain the primary transportation corridor for regional traffic through the Centre. Therefore, while auto-oriented uses and associated surface parking are generally discouraged within Westbank Centre, greater building setbacks and surface parking adjacent to Dobbin Road may be appropriate to mitigate impacts from Highway 97 traveling along Dobbin Road. Possible uses along Dobbin road could include: larger format commercial such as a major grocery store.



Multi-modal:

Multi-modal refers to the use of various modes of transportation including: walking, cycling, automobile use and public transit.

Secondary Multi-modal Corridors

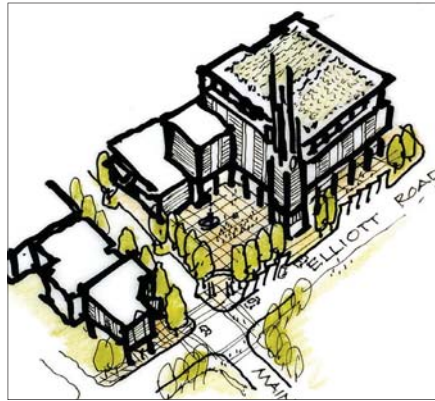
These streets are important corridors for multiple modes of traffic (vehicles, pedestrians, potentially transit, cyclists, scooters) moving to, from, through, and within Westbank Centre as they represent the shortest or most direct routes through Westbank Centre





Public Focal Points/Gateways

The Concept Diagram identifies sites to enhance as gateways to create a sense of arrival/departure traveling to/from Westbank Centre. It also identifies preferred locations for public focal points in the form of squares, plazas with high quality design and public oriented active uses oriented towards them.



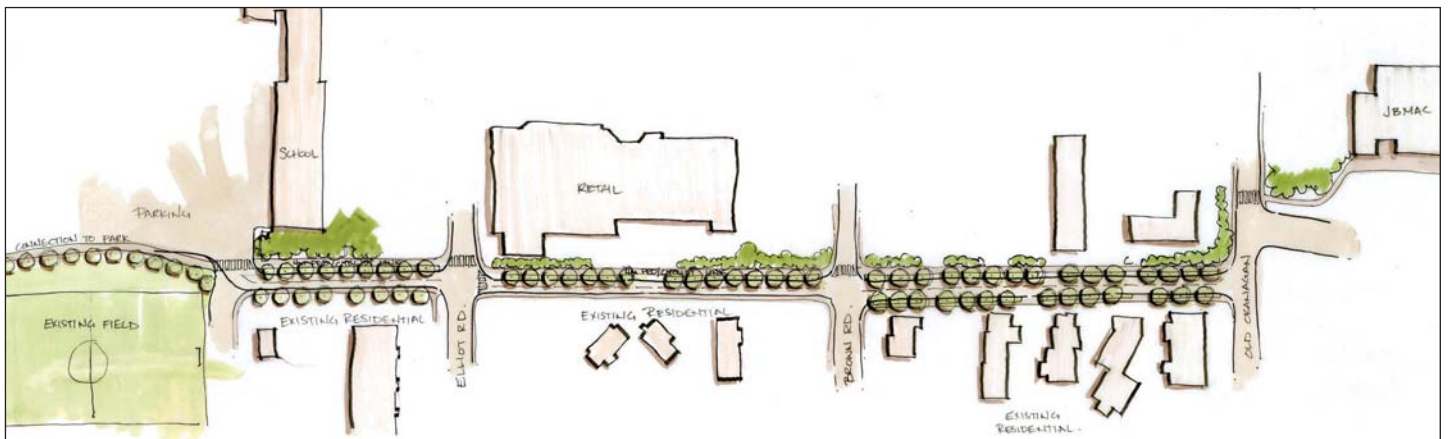
Pedestrian Priority Street

Ingram Road is identified as a pedestrian priority street to provide enhanced pedestrian amenity and connectivity, connecting Westbank Centre Community Park and George Pringle Elementary School in the west to the Johnson-Bentley Memorial Aquatic Centre in the east as described in Chapter 8: Public Realm, Parks, and Open Space.

The Concept Diagram also identifies pedestrian priority streetscape enhancements (such as new or enhanced sidewalks, bicycle lanes, landscaping, pedestrian lighting, etc.) on several other important streets in the study area, including Elliot Road, Brown Road and Old Okanagan Highway, also described in the Design Guidelines.



Above: current conditions on Ingram Road and Below: proposed pedestrian improvements.





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.



Core Commercial Mixed Use



The Concept Diagram illustrates the Plans recommendation to reduce the extent of core commercial uses to focus pedestrian oriented mixed residential/commercial uses to define the heart of Westbank Centre, and to create greater capacity for stand alone residential uses adjacent to Main Street (e.g., along Brown Road north of Main Street).

While more urban, pedestrian oriented uses and activities are desired throughout Westbank Centre (as indicated by the extent of this designation), mixed use high quality development with boutique retail at grade is prioritized for Main Street. This will be achieved in part by focusing short term public realm investments in this area by establishing a Revitalization Tax Exemption Program and possible Business Improvement Area to make it more attractive for re-development and to provide incentives to businesses and landowners to improve their properties.



Further, while auto-oriented uses and associated surface parking are generally discouraged within Westbank Centre in favour of pedestrian oriented uses and building design, greater building setbacks and surface parking adjacent to Dobbin Road may be appropriate to mitigate impacts from Highway 97 traveling along Dobbin Road.



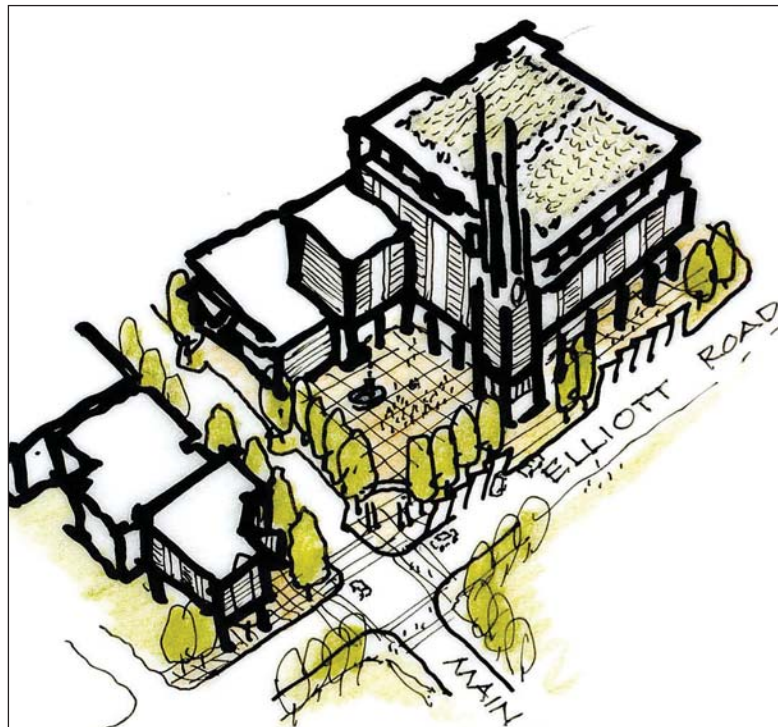
Service Commercial (including highway-oriented commercial)

This area includes a range of commercial uses including business/office uses, auto-oriented uses such as gas stations, drive thrus, larger hotels and other service commercial uses requiring large areas of surface parking.



Institutional & Civic Uses

The Concept Diagram identifies both existing and preferred future locations for institutional, community and civic uses to acknowledge the District's commitment to the revitalization of Westbank Centre and support the growing health and civic land uses that have recently been established or zoned within Westbank Centre (ex. IHA Health Centre site).



Visualization of civic plaza + proposed civic centre at Elliot Road and Main Street



Medium Density Town Centre Residential

To encourage a diversity of housing types and to support transit services and local businesses within Westbank Centre, these areas feature apartments, and potentially high-rise developments to be determined through extensive community consultation if and when the market supports these.



Low Density Town Centre Residential

These areas feature low to medium density ground-oriented housing including 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

This area includes existing public open space uses including formal and natural parks and greenways, community amenities such as public squares, recreation and play spaces and other social gathering and activity spaces. Additional park areas are to be developed in accordance with the Parks and Recreation Master Plan and other ongoing parks planning initiatives. See section 8.0 Parks and Open space for more detailed initiatives.



Agricultural Use

The Concept Diagram identifies existing agricultural lands both in and out of the ALR. The preservation and celebration of agricultural heritage and uses is an important component of this plan. Mitigating potential conflicts between residential and agricultural uses is also paramount to this plan.



Parking

Off-street parking requirements are one of the key design and development constraints for new residential development in the town centre. Lower off-street parking requirements provide greater design flexibility, increased affordability, and enhanced livability while encouraging alternative modes of transportation. An aging population, future land economics, and the promotion of public transit will also favour such a trend in the town centre. This plan recommends undertaking a parking study and strategy to explore appropriate parking requirements in the context of the above considerations. In addition to reductions in parking requirements, the plan also recommends exploring cash-in-lieu of parking requirements, shared parking and parking consolidation where appropriate as part of the recommended parking study.



Westbank First Nation

The Concept Diagram identifies Westbank First Nation land located adjacent to the Westbank Centre Study Area.

The District will work with Westbank First Nation towards the establishment of a seamless urban interface, trail connections between properties, and shared infrastructure where practical.

5.0 Land Use and Development

5.1 Land Use Plan

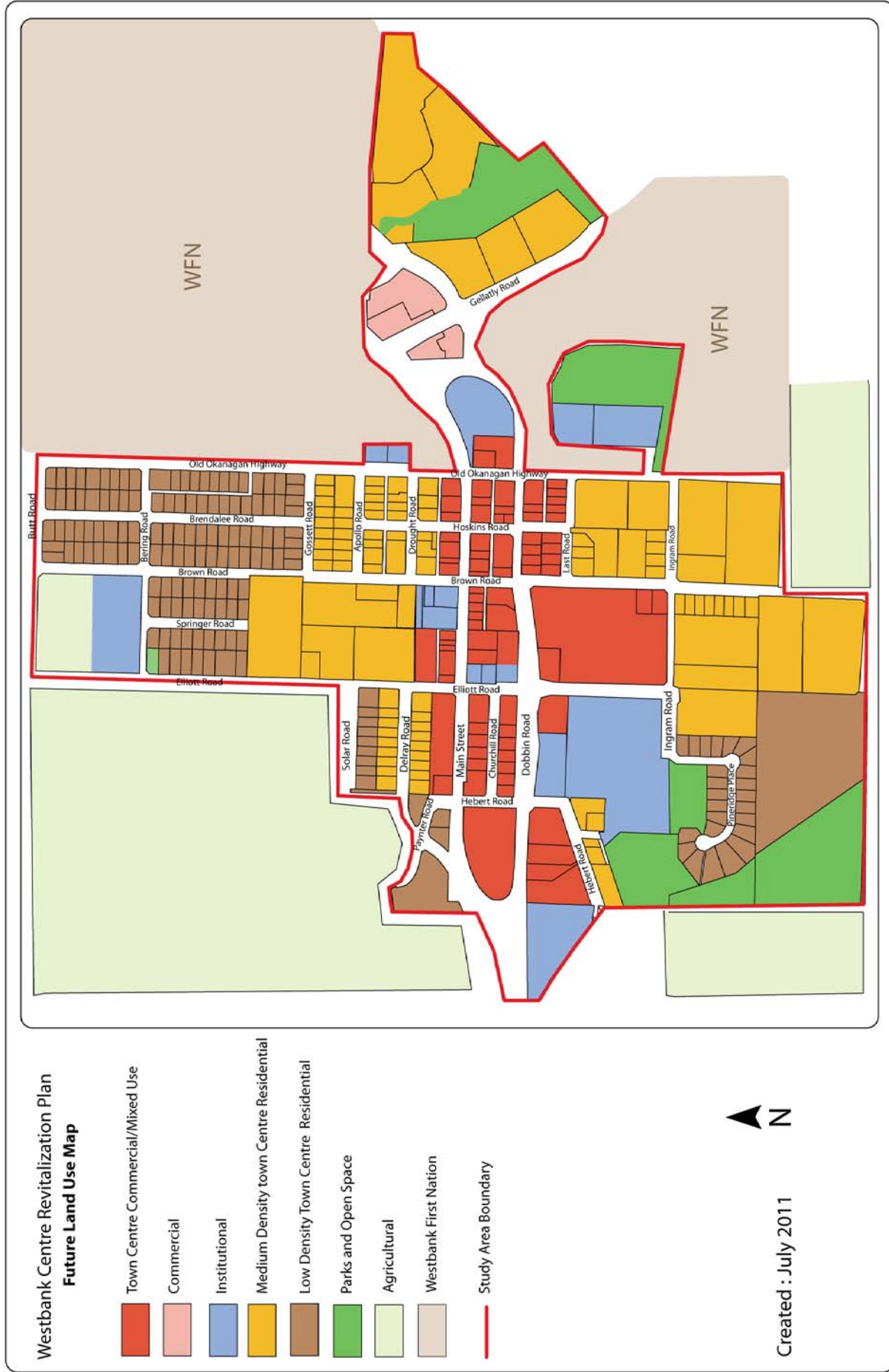
The land use map and associated land use designations describe in detail the community's long term vision for the type and intensity of land uses desired for Westbank Centre. This may be in contrast to existing zoning which establishes current development rights and standards for individual properties.

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. Together with the Westbank Centre Design Guidelines, the land use designations and policies will guide decisions related to rezoning, subdivision and development within Westbank Centre. The land use designations take a form-based approach, illustrating appropriate building form and types, maximum building heights, development densities and parking considerations to provide clear guidance for the development of supportive zoning at the time of redevelopment.

Key elements of the land use plan and associated designations include:

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

Figure 11: Future Land Use Map



5.2 Land Use Designations

Overview

The overall intent of these land use designations is to ensure adequate supply of lands in Westbank Centre to accommodate the anticipated growth while advancing the Westbank Centre Revitalization Plan Vision and Planning Principles outlined in Section 1.0 of this plan.

Floor Area/Space Ratio (FAR/FSR)

One of the key recommendations of the market and financial analysis outlined in Section 2.7 of this plan included using Floor Space Ratio (FSR) to determine density rather than the current units per hectare. Consequently, the following land use designations include recommended FSR density for each designation.

Design Guidelines

All land use designations aim to create an attractive, accessible and safe public realm, emphasize pedestrian activity, and protect important views according to the **Westbank Centre Design Guidelines**, one of the key implementation tools for this plan.

The **Design Guidelines** are a detailed companion piece to this document.

Floor Area/Space Ratio (FAR/FSR): Most commonly expressed as a ratio value, the FAR or FSR is calculated by dividing the total built floor area on a site by the total site area. Sites with identical FSR values may consist of a variety of built forms depending on height, massing, and other design features

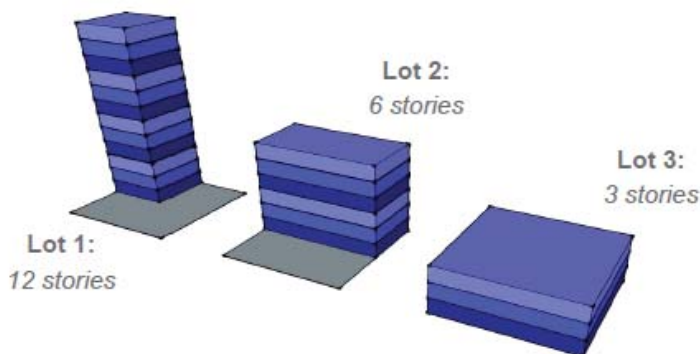


Figure 12: In this example, an FSR value of 3.00 has been achieved in each of the three identical lots, despite differences in the height, massing and site coverage of the built form in each.



Commercial

Intent:

To provide for a wide range of commercial uses including highway-oriented commercial, gas station commercial, larger format commercial, stand alone office uses, hotels, and service commercial uses.

Maximum Density: 0.8 FAR

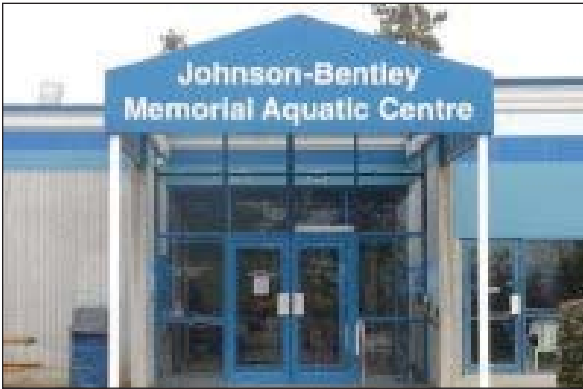
Maximum Height: up to 3 floors



Institutional

Intent:

To provide lands for a wide range of institutional and/or civic uses.



Appropriate Building Types:

- Civic/community facilities (e.g. municipal hall, community centre, police station, fire hall, etc.)
- Cultural institutions (e.g. museum, library, theatre, etc.)
- Tourist facilities (e.g. tourism information centre, etc.)
- Places of worship (e.g. church, temple)
- Schools
- Youth and seniors centres
- Health care facilities (e.g. hospitals, seniors healthcare centres, health administration facilities)
- Mixed-use buildings with housing located above.



Maximum Density: 2.0 FSR

Maximum Height: 6 floors

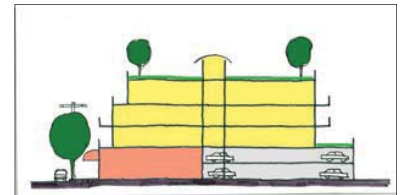
Town Centre Commercial/Mixed Use

Intent: To create a vibrant, pedestrian oriented, mixed use core with active commercial frontages at grade and housing, hotel, and/or office uses above. Lands designated Town Centre Commercial/Mixed Use are intended to feature buildings of 4 to 6 floors in height. Lands with this designation include those adjacent and fronting onto both Main Street and Dobbin Road. Commercial uses fronting onto Main Street are intended to be small boutique shops, cafés, restaurants, and other publicly oriented, active, local- and tourist-serving commercial uses whose uses can spill out onto the fronting sidewalk. While pedestrian oriented uses are desired for all lands with this designation, more auto-oriented stand alone commercial uses including are acceptable fronting onto Dobbin Road which is intended to maintain its provincial highway function and there heavy traffic volumes into the future.



Appropriate Building Forms:

- Street-oriented mixed-use buildings with no front setbacks (built to property line on Main Street)
- Typically three to five floors of residential, hotel and/or office over one floor of retail. Stand alone office and hotel uses without ground floor retail are acceptable provided they are not located along Main Street
- Live/work projects



Maximum Density: 2.8 FAR

Maximum Height: up to 6 floors





Medium Density Town Centre Residential

Intent:

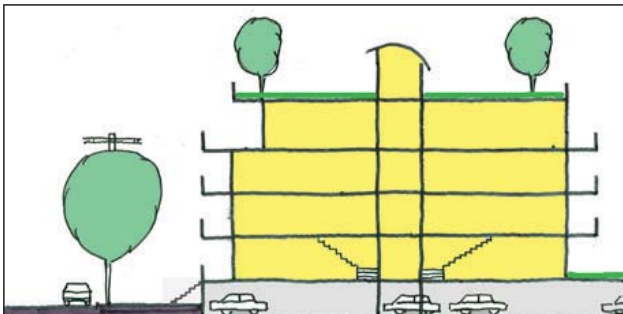
To provide for a range of multi-family housing including stacked townhouses, low-rise apartments and mid-rise apartments. This land use designation focuses largely on the areas of Westbank Centre where there is existing multi-family and congregate housing that is anticipated to remain or transition towards higher-density multifamily housing. While this designation specifies a maximum building height of 6 stories, proposals for taller buildings at higher densities may be considered for lands with this designation on a case by case basis.

Appropriate Housing Types:

- Stacked townhouses, including courtyard town houses (up to 4 floors)
- Low-rise apartments (up to 4 floors)
- Mid-rise apartments (up to 6 floors)

Maximum Height: up to 6 floors

Maximum Density: 2.2 FAR



Low Density Town Centre Residential

Intent:

To provide for a range of low- to medium-density residential housing including detached single-family housing, attached and semi-detached ground-oriented housing, and small lot or laneway housing. This land use designation focuses on the periphery of the Westbank Centre study area where there is existing single-family housing that is anticipated to remain or transition towards ground-oriented multifamily housing.

Appropriate Housing Types:

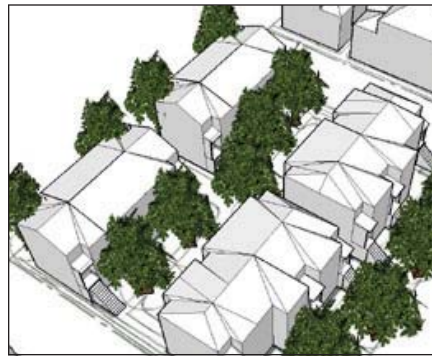
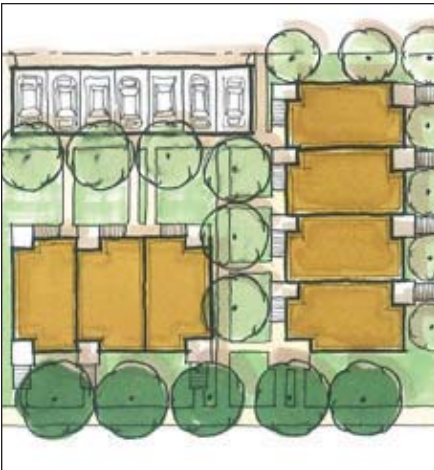
- Detached single-family homes
- Semi-detached duplex or triplex homes
- Attached townhouses, including courtyard town houses
- Carriage/laneway homes

Maximum Density: 1.2 FAR

Maximum Height: up to 3 floors



Traditional fee-simple row housing with car access from lane





Parks and Open Space

Intent:

To provide for all types of park and open space uses including both formal and informal park areas, passive and active park uses, playgrounds, sports fields, community agricultural lands, and public trails/greenways, stream protection and riparian corridors, etc. Section 8.0 speaks to this in greater detail.



Agricultural

Intent:

To continue to provide for, protect and celebrate existing agricultural lands surrounding the Westbank Centre, including those lands designated as being in the Agricultural Land Reserve (ALR). Section 7.3.5 speaks to this in greater detail.



5.3 Land Use & Development Policy Recommendations

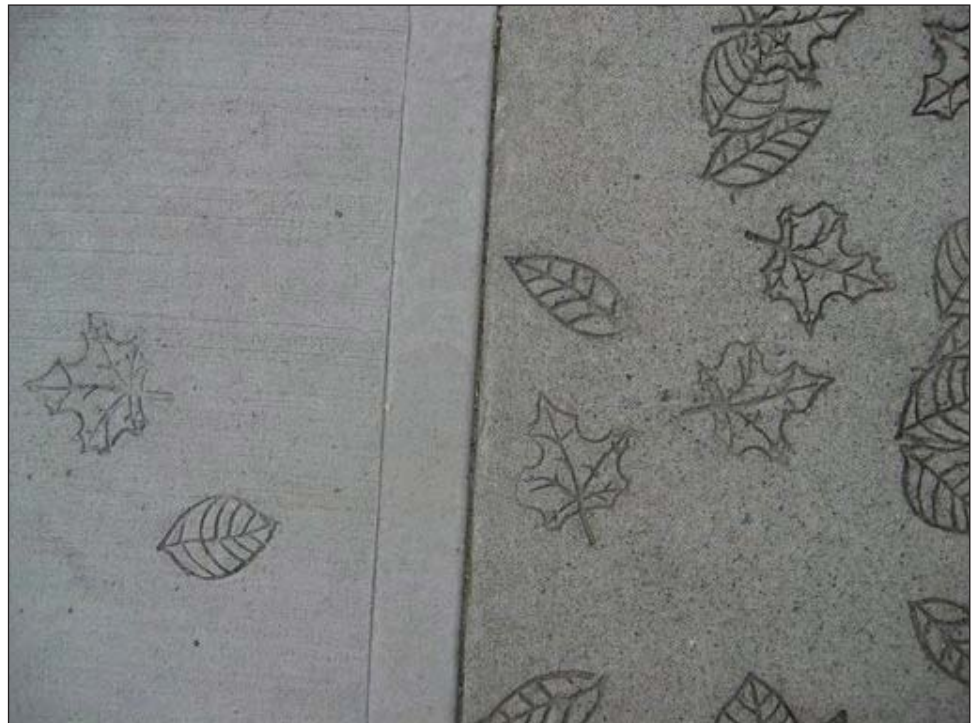
In addition to the land use map and designations and the Westbank Centre Design Guidelines, the following policies are recommended to guide decisions related to land use and development within Westbank Centre:

1. Facilitate a mix of land uses including residential, office and retail commercial, institutional, and public spaces as identified in the Land Use Plan to create opportunities to live, work, and play in Westbank Centre, and to attract residents from other parts of the city and tourists to it, during and after usual business hours.
2. Designate Westbank Centre as the main high density residential location in the District to: support continued revitalization of the town centre, to support transit use and walking in the town centre, and to minimize development on natural open spaces, agricultural and rural lands on the periphery.
3. As part of its overall community planning, the District should consider the impact of approving additional residential and mixed use development in other locations in the municipality on Westbank Centre.
4. Proposals for development projects with higher densities and building heights than those indicated for the Town Centre Medium Density Residential and the Town Centre Commercial designations will be considered by the District on a case by case basis and based on detailed planning considerations.
 - Any such applications shall require a thorough master planning process including public consultation, analysis of servicing and infrastructure impacts, and detailed urban design analysis to address potential impacts including, but not necessarily limited to views, shadowing, impacts on adjacent development, skyline impacts, privacy and overlook, traffic impacts, parking, loading and servicing impacts, and any other considerations as determined by the District.
5. Encourage a concentration of professional and business offices in Westbank Centre to balance housing and jobs, to provide economic opportunities, and to enhance the vibrancy and safety of the town centre.

6. Consider designating Westbank Centre as the main institutional and government office location in the District. When the District determines that new civic facilities are required to serve the District (such as a new municipal hall), consider Westbank Centre as a potential location for the new facility.
7. Zones developed for projects that are within areas that are designated Core Commercial/Mixed Use and located adjacent to Dobbin Road should incorporate landscaped set-backs and buffers from Highway 97 while minimizing setbacks and creating pedestrian oriented frontages along adjacent perpendicular streets.
8. While the market and financial study completed as part of this plan found no opportunity to implement density bonus zoning in Westbank Centre at this time, as market conditions change, the District should re-evaluate the opportunity for density bonus zoning.
9. At time of rezoning, the District should negotiate contributions from developers to help with the provision of new community amenities and facilities.
10. Sites should not be pre-zoned to allow higher densities as this eliminates the opportunity to negotiate for contributions from developers.
11. Voluntary provision of or contribution to the following amenities will be considered at the time of re-zoning and/or sub-division:
 - Public, off-site streetscape and plaza improvements such as sidewalks, street trees, lighting, and other street furnishings.
 - Land for public uses such as plazas, parks, farmers market and other public open space uses.
 - Land for new public rights-of-way such as streets and lanes.
 - Affordable Housing.
 - Off-site servicing and infrastructure upgrades .
 - Public parkades.
 - A new youth centre.
12. Ensure that development applications in Westbank Centre which are consistent with land use and development policies are dealt with in a timely manner.

13. Work with local landowners and businesses to explore the feasibility of establishing a BIA for Westbank Centre. If established the BIA and Chamber of Commerce could be responsible for marketing, promotion, events and tenant recruitment/retention for Westbank Centre.
14. Review the District's existing DCC bylaw (once the Sewer and Utilities Master Plans are completed) and determine whether DCCs should be lower in Westbank Centre. Because projects in Westbank Centre are in an existing urban area with existing municipal services, it is possible that new projects in Westbank Centre may create less of a burden on municipal infrastructure than projects in other parts of the municipality.
15. To recruit specific businesses, tax exemptions may be considered by the District on a case by case basis.
16. Following completion of a Westbank Centre parking assessment, consider reducing off-street parking requirements for new multi-family and mixed-use commercial/residential developments in Westbank Centre.
17. Encourage new development projects by developing supportive zoning to help brand Westbank Centre based on its agricultural history, by, for example, encouraging food and beverage uses and services such as a wine centre that would showcase local wines and other agricultural products.
18. Consider prohibiting uses such as pawn shops, cheque cashing establishments and other uses that detract from Westbank Centre revitalization as permitted uses when developing supportive zoning for the land use designations in this plan.
19. Promote recycling and other best practices in waste management among Westbank Centre businesses and support programs that reduce the need for dumpsters to contribute to a safe clean environment.
20. Encourage seniors care facilities, medical offices, and other social and health services within Westbank Centre to support an aging population and Westbank Centre as a preferred location for seniors.

21. Work with the Interior Health Authority (IHA) to establish and implement a Urgent Care and Health Resource Centre located on the IHA owned site at Butt Road and Elliot Road as a key catalyst project for Westbank Centre Revitalization.



Stamped icons on Vancouver's downtown sidewalks add interest to the public realm (Credit: Better Streets Better Places Blog).

6.0 Westbank Centre Transportation

The new vision for land use and improved public realm in Westbank Centre are contingent on significant changes to existing transportation infrastructure and a rethinking of the way in which mobility needs are met. Westbank Centre will reinvent itself as a community where alternative travel modes – walking, cycling, and transit – are equally or more attractive options than travel by personal vehicle, while still maintaining the circulation and access necessary to support local business and in recognition of Westbank Centre’s location along an important Provincial Highway route.

The following highlights the transportation recommendations of this plan:

- The most significant change is a re-working of the Westbank Centre street network to establish Main Street as a two-way “High Street”, while continuing to facilitate two-way Highway 97 traffic along Dobbin Road. Initial discussions have occurred with MOTI, however this project will require further consultation and approval from the Ministry of Transportation and Infrastructure and Infrastructure (MOTI).
- The traditional street and alley grid system will be fully built-out to facilitate improved access for all travel modes.
- Walking and cycling conditions will be enhanced through improved infrastructure, lessened conflicts with vehicles, and compatible land use.
- Transit will be central to Westbank Centre and include an exchange area, high-quality bus stops, and new express service between Westbank Centre, Kelowna, and UBC-O.
- Future parking needs will be met more efficiently and in consideration of demand management options, while contributing minimal negative impact on the public realm.
- Generally, integration will be key to meeting travel demand in a more sustainable manner, to include the integration of transportation with land use and integration of travel modes with one another.

Parking management

is policies and programs that result in more efficient provision and use of parking in a specified area. Opportunities for parking demand management include pay parking, providing public parking through cash-in-lieu and encouraging alternative transportation.



6.1 Street Network

As identified in Section 2.4, the existing Westbank Centre street network is largely defined by the Highway 97 one-way couplet established in 1986. Highway 97 eastbound vehicles travel along Dobbin Road, while westbound vehicles use Main Street. While it works well in facilitating rapid vehicle movement through Westbank Centre, it has created a significant physical and perceived barrier between the north and south halves of Westbank Centre.

The remainder of the street network is a modified orthogonal street grid based on a subdivision of the historical agricultural grid layout, with perpendicular streets running north-south and east-west. While the street grid is relatively well established north of Dobbin Road, a number of streets that are aligned are discontinuous (i.e. do not connect), and several streets terminate in dead ends. In addition, the portion of Westbank Centre south of Dobbin Road has a more limited street network, with a discontinuous street grid and extremely limited vehicular access to or from the surrounding areas. All traffic is forced onto Highway 97 (Dobbin Road) to access this area. Overall, the street grid is rather coarse-grained and discontinuous. This does not support a vibrant, pedestrian-oriented urban centre, nor is it an efficient means to provide access to the important civic sites in this area.

In re-envisioning Westbank Centre's road network, this Plan seeks to achieve the following:

- To create streets that support the overall vision for Westbank Centre;
- To create streets that are designed appropriately for the land uses that will front them;
- To create streets that facilitate walking and cycling, and provide for an active public realm;
- To expand the traditional street network and improve connectivity with Westbank Centre;
- To improve street connectivity to key areas beyond Westbank Centre;
- To more evenly distribute vehicle traffic, including providing alternatives to Highway 97; and
- To accommodate large commercial vehicles and emergency vehicles.

6.1.1 Highway Configuration

Westbank Centre is bisected by the Highway 97 one-way couplet, a significant barrier to north-south movements and in particular pedestrian and cycling movements. The noise and dust generated by large trucks on the highway is not conducive to a pleasant stroll along a boutique-shopping street. At the same time, it must be accepted that the Highway 97 plays a significant role in the provincial highway network, providing long distance personal and goods transportation, and brings users to Westbank Centre. Recently, the Province spent upwards of \$150 million to build the William R. Bennett Bridge across Lake Okanagan, which is a substantial link for the local community to cross to either side of Lake Okanagan and is indicative of the significance of Highway 97 in the provincial network.

Recognizing Highway 97's regional significance, the vision for Westbank Centre as a community with an expansive, pedestrian-oriented public realm requires careful consideration for how highway traffic will move through Westbank Centre. The community consultation that went into developing this plan placed considerable emphasis on the treatment of Highway 97 through Westbank Centre, with two favoured concepts emerging. See *Table 2*.

- The first concept involved converting Dobbin Road to a two-way, four-lane provincial highway (Highway 97) and reverting Main Street to a two-way "high street" under West Kelowna's jurisdiction. This option requires significant costs and coordination in relocating Highway 97, but makes better use of existing development patterns, existing street orientation, and provides opportunities to route future express bus service through Westbank Centre.
- The second concept involved retaining the Highway 97 one-way couplet through Westbank Centre and identifying Brown Road as the "high street" around which significant streetscape improvements would be made. This option reduces costs associated with potential highway reconfiguration and jurisdictional issues with the MOTI, but requires a reorientation of a number of existing town centre streets and challenges in accommodating the future express bus service on the highway.

Ultimately, following extensive public consultation and work done concurrently in other planning projects, the reconfiguration of Highway 97 was determined to be the preferred option, as it was deemed to lessen the north-south disconnect currently experienced and reduce the negative impacts of a provincial highway adjacent Westbank Centre.

Table 2. Summary of Highway 97 configuration concepts

	Concept A: “Dobbin Road as Hwy 97”	Concept B: “Status Quo”
Highway 97	Dobbin Road becomes two-way Highway 97	One-way couplet remains
“High Street”	Main Street is converted to two-way and becomes “high street”	Brown Road becomes north-south “high street”
Transit	Transit shifted to Main Street	Transit remains on highway
Development	Focused on Main Street	Focused on infill of existing shopping centre
Density	Concentrated on either side of Main Street	Concentrated to the north of Main Street
Civic Centre	Located on Elliot Road, between Main Street and Dobbin Road	Located on Brown Road, between Main Street and Dobbin Road

An independent traffic study was then undertaken to assess the technical merit of the preferred option relative to several alternatives.¹ The traffic study found that the reconfiguration option will provide direct access to north-south streets and result in less vehicle circulation within Westbank Centre, thereby improving overall intersection operations. The reconfiguration option also has fewer future road capacity upgrades required as compared to the status quo option. The traffic study proposes two-lane roundabouts at both the east and west entrances to Westbank Centre as one option for traffic control. The study suggests that although no roundabouts currently exist on BC’s provincial highways, they are appropriate in a highway context and MOTI may be amenable to potentially installing roundabouts on a provincial highway. Roundabouts would provide benefit as a traffic control device in place of a traffic signal, and provide opportunities to incorporate landscaping and signage as part of a gateway feature to Westbank Centre.

Moving forward using the concept of Dobbin Road as Highway 97 and Main Street as Westbank Centre’s “high street”, the following provides a more detailed description of the key features of the highway reconfiguration.

¹ Boulevard Transportation Group Ltd. (2011) Westbank Centre – Traffic Corridor Study

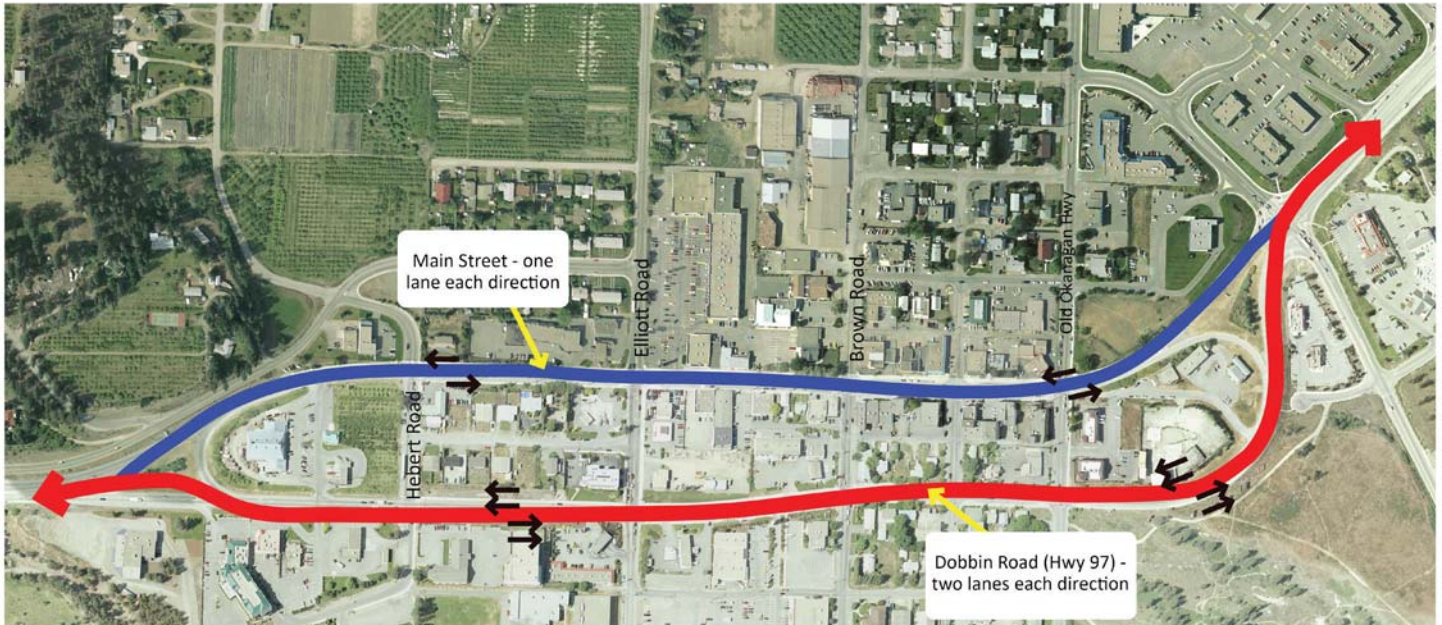


Figure 13: Conceptual reconfiguration of existing Highway 97 couplet

Dobbin Road

Under the proposed plan, Dobbin Road becomes the only designated Provincial Highway route in the area and is the primary route for traffic through Westbank Centre.

- Dobbin Road retains much of its existing character, with many of the same highway-oriented land uses that currently occupy the area.
- Dobbin Road is designed to a four-lane cross-section, two lanes in either direction.

Costs and property constraints may define the remaining components of the Dobbin Road cross-section.

- A landscaped median would be a desirable feature, serving to beautify the highway route and provide a pedestrian crossing gap. The current placement of curbs are likely too narrow to accommodate a median in the cross-section and relocating curbs and potentially acquiring additional property would result in significant cost increases to West Kelowna, as the MOTI may not want to fund additional infrastructure that has no effect on highway functioning.
- A landscaped boulevard between the roadway and sidewalk would also improve pedestrian safety and comfort, though may require additional land from adjacent properties.
- Existing roadway dimensions and property availability should be studied in detail before a cross-section is recommended.

North-south pedestrian crossings become critical as additional traffic is being added to Dobbin Road and crossing will become increasingly challenging. Consideration should be given to working with the MOTI to ensure signal timing permits acceptable pedestrian crossing opportunities. Crossings should be designed at grade to provide accessible and apparent pedestrian access. Elevated crossings (i.e. fly-overs) are not desirable for a town centre setting. No on-street parking should be provided.

Access options should be minimized to maintain Dobbin Road's function as a Provincial Highway. Right-turns to and from Dobbin Road are permitted at cross streets, as are left turns from cross streets onto Dobbin Road. Left turns from Dobbin Road onto cross streets are restricted in order to minimize vehicle conflicts and prevent queuing.

Dobbin Road (Hwy 97)

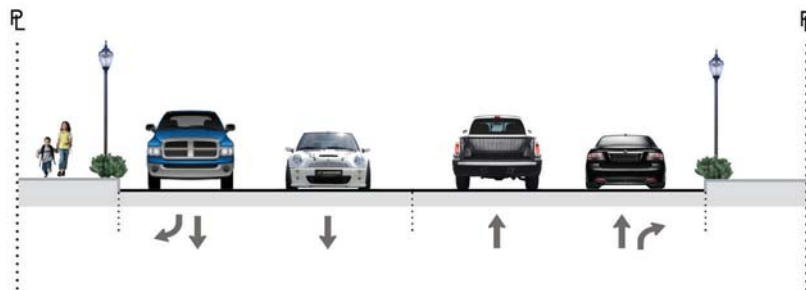


Figure 14: Proposed cross-section for Dobbin Road

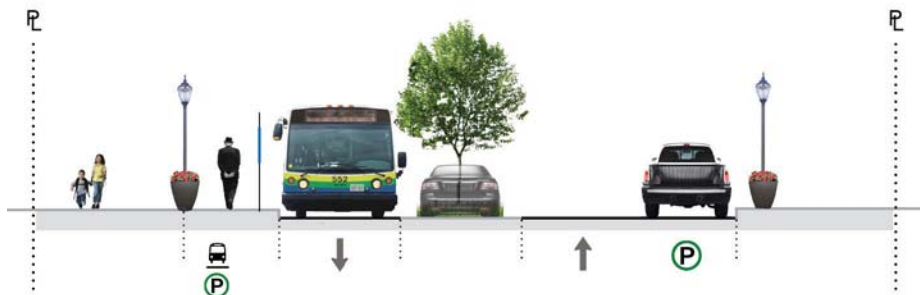
Main Street, “High Street”

Under the proposed plan, Main Street is reverted to its pre-1986 role as Westbank Centre’s “High Street” and involves the District taking over jurisdiction over Main Street. This would then allow for the redesign of Main Street to become a more pedestrian-oriented environment and a true “main street” for Westbank Centre.

Land uses on Main Street should be pedestrian-oriented and take a more traditional small town form, with minimal setbacks and a strong definition of public space. Ground floor uses should be primarily retail land uses with active, engaging frontages. Above retail should be office and multi-family residential uses that give the Centre daytime and evening populations in support of local shops and services. Future development of civic-type uses should be concentrated along Main Street, ensuring that community life is drawn to the area and the public realm is animated.

This plan proposes that Main Street would take a three-lane cross-section, with one lane in either direction and a centre lane used intermittently as and to facilitate left turns at intersections. Access to individual properties should be provided by rear laneways wherever possible, limiting the number of driveways onto Main Street. On-street parking is provided at the curbside, with bus stops at regular frequencies. Sidewalks include a minimum 3.0 metres clear zone, with additional space provided for amenities such as sidewalk lighting, benches, garbage bins, and signs. Crosswalks are highly visible using distinctive surface textures and include curb extensions to minimize crossing distances. Generally, Main Street will be Westbank Centre’s primary public space and should be designed to the highest pedestrian standards.

Main Street (High Street)



Previous work suggests that the proposed roadway configuration can be accommodate within the roadway space currently available (i.e. curb-to-curb), with some variation.² Accommodating the additional sidewalk width proposed may require additional property and/or securing public access to private property, which could be obtained during the development process. It is suggested that the District prepare a conceptual streetscape plan for the length of Main Street in order to more accurately define design features, gain a better sense of property requirements (if any), and clearly articulated vision to MOTI.

Any improvements proposed on Main Street require MOTI approval. As such, it is suggested that the concept plan present “cosmetic” streetscape upgrades that do not affect traffic function and are unlikely to be met with resistance from MOTI. These improvements may include items such as street trees, street furniture, and sidewalk upgrades. The concept plan should also present a longer-term vision that includes alterations to traffic function and significant sidewalk improvements. These improvements are unlikely to receive MOTI approval in the short term, but could be implemented if the District is successful in gaining jurisdiction over Main Street. It is important that the short-term and long-term visions are coordinated to avoid spending monies on short-term improvements that will eventually be replaced.

2 based on work completed in the Westbank Centre – Traffic Corridor Report

Figure 15: Proposed cross section for Main Street (High Street)



Goldstream Avenue, Langford BC



Sample two-lane roundabout from Quebec (left) and Carmel Indiana (right)

East + West Gateways

Gateways are important in creating a strong entrance and exit to Westbank Centre. Roundabouts are one gateway option that is identified in the technical traffic study, which could replicate the traffic control function of a signalized intersection, but provide added benefits as a gateway feature (i.e. signage, landscaping, etc). They provide the benefits of reducing the severity of vehicle collisions, eliminating vehicle idling and reducing emissions, reducing pedestrian crossing distances, and providing opportunities for landscaping and signage. Using two-lane roundabouts at the east and west gateways is one means to satisfy traffic requirements and provide east/west gateways, however there are a whole host of other potential options that could be used in place of roundabouts. The District must work closely with MOTI to determine if roundabouts are appropriate on this provincial highway. If deemed inappropriate, the District should seek alternative solutions toward the primary objective, that being to gain jurisdiction over Main Street so that it may be returned to its function as a traditional “high street”.

Ministry Approval

The proposed reconfiguration of Highway 97 is a significant change in its routing and function, which will require buy-in and approval from the Ministry of Transportation and Infrastructure and Infrastructure (MOTI). West Kelowna must approach the MOTI in a strategic manner to communicate the intentions of the Highway 97 reconfiguration and ultimately gain approval for the changes.

First, a clear case must be made as to how the reconfiguration benefits Westbank Centre, that being the consolidation of through traffic on one route and reclaiming Main Street as the “High Street”. Secondly, a detailed study should be undertaken to quantify the benefits to the MOTI and explore opportunities to cost share on the improvements. Potential benefits include the removal of on-street parking on Dobbin Road, restricted movements on Dobbin Road resulting in improved travel time and fewer conflicts, and fewer signalized intersections resulting in improved travel time. Lastly, in coordination with the MOTI, West Kelowna should set forth access management principles that should be applied to all future development and transportation concerning Dobbin Road, as follows:

1. No additional accesses should be permitted on Dobbin Road;
2. Opportunities to consolidate existing accesses should be pursued through redevelopment;
3. Left turns off Dobbin Road should be restricted to reduce conflicts and increase efficiency;
4. Allow right turns on/off Dobbin Road only where traffic volumes dictate they are necessary; and
5. Strategically locate pedestrian crossings on Dobbin Road to accommodate pedestrians, but so as to minimize the impedance of Highway 97 traffic.

6.1.2 Street Network Expansion

As explained, Westbank Centre’s existing street network is a modified orthogonal street grid based on a subdivision of the historical agricultural grid layout, with perpendicular streets running north-south and east-west. At present, Dobbin Road and Main Street are the only continuous east-west routes, while most north-south routes are continuous. The lack of east-west continuity makes wayfinding challenging and requires the majority of trips within Westbank Centre access Highway 97 at some point.

The expansion of the street network seeks to build upon the traditional grid network by developing continuous connections between the existing grid of streets and laneways. This will result in improved east-west connectivity, parallel routes to Highway 97, and a decreased reliance on a Provincial Highway for travel within Westbank Centre. Improved connections within Westbank Centre will also improve community access to the area’s parks, schools, and other civic sites, and reinforce Westbank Centre as the heart of the West Kelowna community. Finally, and perhaps more importantly, increasing street connectivity will increase pedestrian and cyclist route options, thereby decreasing travel distances and encouraging self-propelled modes.

These proposed street and lane extensions will take time and will need to be phased with redevelopment of the affected private lands. In some cases, the landowner may be willing to agree to the requested street dedication or easement in return for other development rights and benefits, while in other cases West Kelowna may need to acquire the required areas, through purchase or other legal means.

Main Street, “High Street”

Main Street becomes the most important street in the new network. It functions as the primary pedestrian route and is designed to the highest pedestrian standard, while accommodating east-west vehicle traffic. All north-south routes bisect it and vehicle movements are permitted at intersections. The combination of narrow lanes, pedestrian features, and on-street parking will result in low vehicle speeds. The Main Street concept is explained in detail in Section 6.1.1.



New Street Links

New street linkages are proposed that will build on the traditional street grid planned when Westbank Centre was established. New street will increase the number of street links and decrease typical block size, thereby improving connectivity, distributing vehicle traffic, and providing alternatives to Highway 97. The following identifies proposed new street and laneway links, and new connections beyond Westbank Centre. It is acknowledged that a number of the proposed street connections are along private property and may require property acquisition through the redevelopment process. It is not expected that all new connections will be realized in the 25-year life of this plan, but they are identified as being beneficial to the vision for Westbank Centre and should be pursued by West Kelowna as possible. *See the Future Road Network Map (pg. 86) for details.*

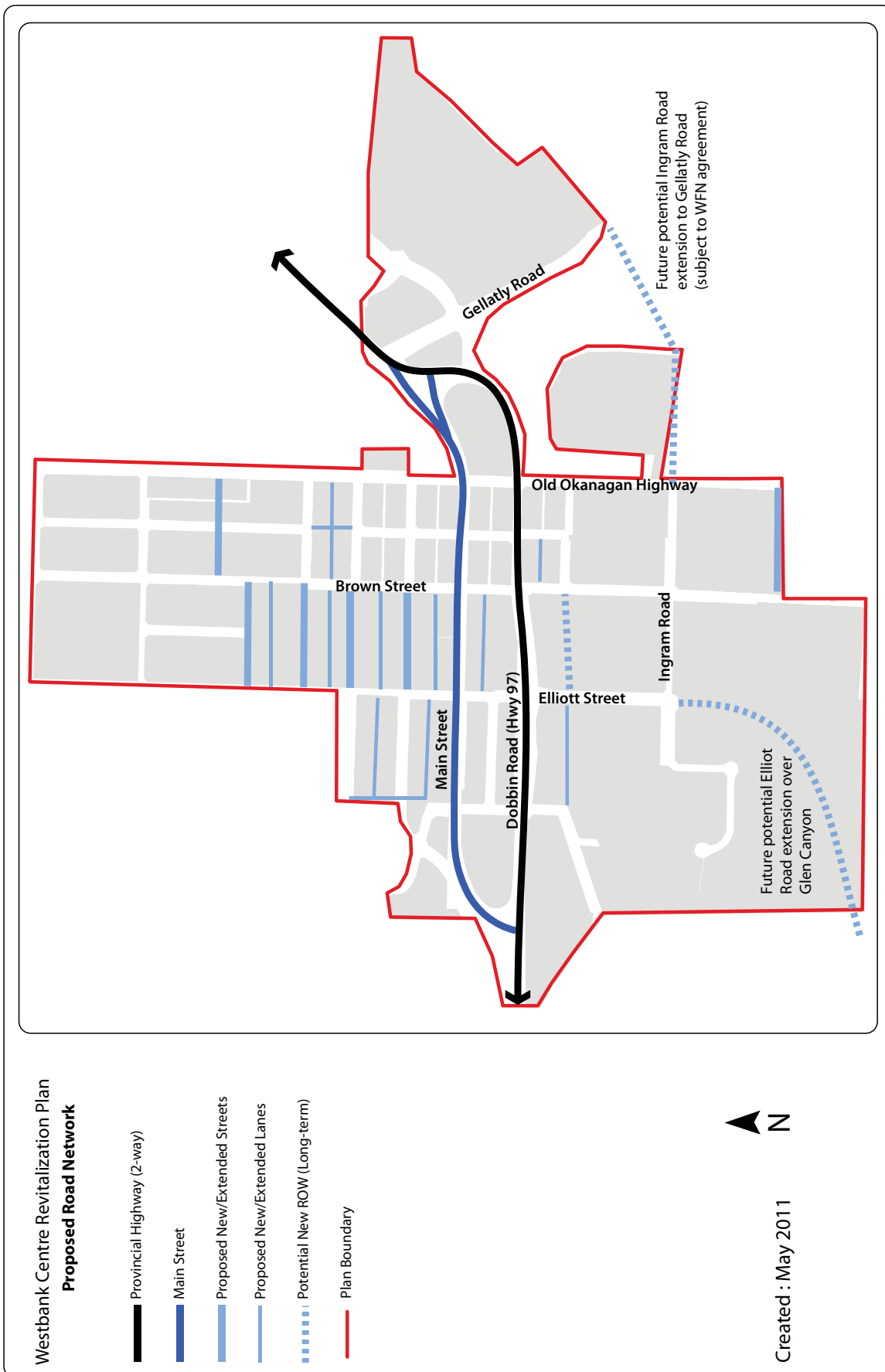
Proposed new street links are as follows:

- Acquiring jurisdiction over Main Street from the MOTI and redesigning it to become Westbank Centre’s “High Street”.
- East-west connection between the south end of Old Okanagan Highway and Brown Road;
- Westward extension of Last Road to connect with Hebert Road;
- North extension of Hebert Road (north of Main Street) to connect with Delray Road and Solar Road;
- North-south extension of Brendalee Road from Apollo Road to Gosset Road;
- East-west connections from Elliot Road to Brown Road along Gosset Road, Apollo Road, and Drought Road;
- Eastward extension of Ingram Road to Gellatly Road at Witt Road, which requires coordination with Westbank First Nation and property acquisition; and
- Southward extension of Elliot Road across Glen Canyon to the west, extending beyond the Westbank Centre boundary.

Proposed new laneways are also identified, as follows:

- East-west laneway extending Churchill Road eastward to Brown Road;
- East-west laneway parallel to Dobbin Road and Last Road, between Brown Road and Old Okanagan Highway;
- East-west laneway parallel to Delray Road and Main Street, between Hebert Road and Brown Road;
- East-west laneway parallel to Solar Road and Delray Road, between Hebert Road and Brown Road; and
- East-west laneways parallel to Gosset Road to the north and south, between Elliot Road and Brown Road.

Figure 16: Proposed future street network map



Street Design

New links are treated in three categories – High Street, Town Centre Street, and Town Centre Laneway. **High Street** design standards should apply only to Main Street as discussed in Section 6.1.1.

Town Centre Streets are all remaining streets in study area with properties fronting onto them. They exclude laneways.

- Town Centre Streets should include two travel lanes and on-street parking.
- Dedicated bicycle facilities may be included on Town Centre Streets identified as cycling routes in Section 6.4.
- Sidewalks should be provided on both sides with widths ranging from 1.5m to 3.0m, depending on their classification in the overall pedestrian network, as explained in Section 6.5.

While these routes are typically lower priority pedestrian routes than Main Street, they should still be designed to include pedestrian-scaled lighting, trees and landscaping, and street furnishings. Crossing points are critical, particularly with Dobbin Road, where attention should be given to buffering pedestrians from Highway 97 traffic and incorporating appropriate pedestrian crossing opportunities.

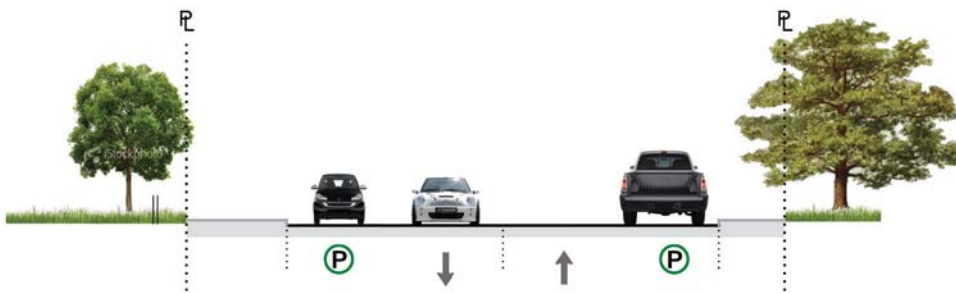


Figure 17: Proposed cross-section for Town Centre Street



A sample town centre street from Vancouver, BC (Credit: Google Earth)



Sample Town Centre streets from Victoria (Credit: Google Earth)

Town Centre Laneways are low traffic routes that provide rear lot access for residents, service vehicles, trucks, and on-lot surface parking. They also provide an alternative location for above ground utilities, such as hydro poles and transformers. Laneways should be a width of 6.0m, with consideration given to permeable surface treatments where appropriate such as pavers, paved tire tracks and/or “grasscrete”.

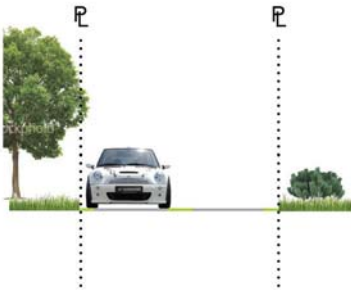


Figure 18: Proposed cross-section for a Town Centre Laneway



Sample laneway from Vancouver BC (Credit:
City of Vancouver)

6.1.3 Access Management & Large Vehicles

While somewhat incompatible with the pedestrian-oriented aesthetic sought for Westbank Centre, large commercial vehicles (trucks) need to be accommodated. A considerable number of trucks regularly travel along Highway 97 for long-distance freight movement, and must be accommodated along this route. Trucks must be granted access between Highway 97 and Westbank Centre in order to make deliveries to/from the area. Additionally, local agricultural vehicles have unique requirements for access in and around the area.

The following strategies are proposed to accommodate truck traffic in Westbank Centre but minimize its negative impacts on the urban landscape:

1. Truck traffic should be separated from pedestrians and cyclists wherever possible either by separate routing or with a physical barrier such as on-street parking or boulevard.
2. Trucks travelling through Westbank Centre should use Dobbin Road. Only local truck traffic should be permitted on alternate routes. The design of these roads and signage should indicate the truck routes.
3. Turn restrictions on Dobbin Road will prove challenging for trucks accessing Westbank Centre. As a solution, West Kelowna should consider establishing Dobbin Road and Old Okanagan Highway as truck routes, which large vehicles must remain on as long as possible while reaching destinations within Westbank Centre. Agricultural vehicles travelling within Westbank Centre should also use Old Okanagan Highway as their north-south primary route.
4. Commercial loading should be accommodated in on-street parking areas, rather than individual land uses providing their own loading areas. Commercial loading should be permitted only during off-peak parking periods (i.e. mid-day, evening).



Westbank Centre sees a large number of trucks passing through.

6.2 Parking Management

The revitalization vision for Westbank Centre includes considerable intensification of land use, increased residential density, and a concentration of public activities. As lands develop, available land will become more valuable and parking will become increasingly scarce. While there is a growing realization that personal automobile travel is not a sustainable long-term travel option, the short-term reality is that most people will continue to access Westbank Centre by vehicle and need a place to park. Meeting this parking demand is imperative to the success of Westbank Centre.

As a secondary item in developing this plan, West Kelowna should develop a parking management strategy for Westbank Centre that looks in more detail at issues of supply, management, cost, and technology, and may begin to identify properties for West Kelowna to obtain in order to develop future off-street parking facilities. Findings from the strategy should guide the details of parking management.

In the mean time, this plan should proceed under the following principles.

- Wherever possible, the District should seek to meet parking demand with public parking rather than private parking. This provides opportunities for users at various times of day to meet their demand using the same space, rather than meet their demand using private spaces at multiple locations. The need for private parking can be replaced by ensuring on-street parking opportunities are maximized and development mechanisms, like the Community Amenity Policy and Cash-in Lieu of parking, are exercised to leverage monies for public parking.
- On-street parking should be provided on all Westbank Centre streets, with the exception of Dobbin Road. This will ensure a large supply of public parking, which can be efficiently managed by the District. Diagonal parking is desirable where sufficient right-of-way exists, with the exception of key bicycle routes (expressways and arterials) and on Main Street where vehicle speeds will be slow and there is a desire to minimize widths.
- Public off-street parking opportunities should be pursued only once redevelopment occurs in Westbank Centre. Initially, off-street parking should be at surface until parking demand and property constraints necessitate a structured parkade. One such site may be the proposed Civic Centre and transit exchange on Elliot Road. Consideration should be given to perimeter facilities that reduce vehicle circulation and central facilities that reduce walking distance.





- **Surface parking areas should be designed to a high standard** and include permeable surfaces, landscaping, and lighting. Appropriate design of surface parking areas will minimize their negative impact on the public realm, ex. green parking lots.
- Public **parking should be priced** where appropriate to reflect its value and encourage use of alternative travel modes.
- **Shared parking arrangements should be pursued** wherever possible, allowing parking demand to be met with minimal parking supply.
- Parking regulations should be developed that are specific to Westbank Centre, reflecting its parking demand characteristics that are unique from the rest of West Kelowna.



On-street parking is a public parking supply to help meet demand, while providing a buffer between the sidewalk and vehicle traffic (Sidney BC)



Surface parking areas, when designed appropriately, can contribute positively to the surrounding area, such as this example in the City of Kelowna.

6.3 Transit

Transit provides a vital link in the community for travellers who cannot or chose not to drive. Transit service is most successfully integrated when complimented with well developed cycling and pedestrian networks, residential density, and where integration of transit with other modes is accommodated with facilities such as park-and-rides and bicycle racks on buses.

Public transit in West Kelowna is operated under an agreement with BC Transit and other local jurisdictions including the Regional District of Central Okanagan (RDCO), City of Kelowna, and District of Peachland. The District of West Kelowna is responsible for the design and maintenance of transit infrastructure – exchanges, bus stops, park-and-rides. BC Transit is responsible for service planning and scheduling, with assistance from the member organizations. Operating costs involve a cost sharing arrangement between the member organizations and BC Transit.

6.3.1 Transit Service

The District of West Kelowna has approved participation in the regional **RapidBus** project in the Central Okanagan, which will see express service to Westbank Centre from the University of British Columbia-Okanagan (UBCO) and downtown Kelowna. The RapidBus service will be an express bus service that makes limited stops and provides rapid transportation between major destinations in the Central Okanagan.

Preliminary plans show the RapidBus routing through Westbank Centre. Through subsequent planning stages, the District should encourage east-west routing of the service along Main Street with a transit exchange at Elliot Road between Main Street and Dobbin Road. High-quality bus stops should be provided along Main Street built to proposed RapidBus standard (identified in Section 6.3.3) and local buses should be rerouted to provide easy exchange between regional and local services. This routing offers direct access to proposed retail and office uses on Main Street and supports the proposed residential intensification of the area.

The RapidBus will provide efficient access to the rest of the Central Okanagan and will require coordination with **local routes**. Currently local service servicing Westbank Centre includes 20 – Lakeview, 21 – Glenrosa, 24 – Shannon Lake, 25 – East Boundary, and 29 – Smith Creek, as well as 22 – Peachland. Schedules and routing for each of these routes should be reconsidered in the planning of the RapidBus to facilitate transfer to the new service.

West Kelowna Transit

- 20 Lakeview
- 21 Glenrosa
- 22 Peachland
- 24 Shannon Lake
- 25 East Boundary (Community Bus)
- 27 Horizon (Community Bus)
- 28 Smith Creek (Community Bus)
- 29 Bear Creek (Community Bus)

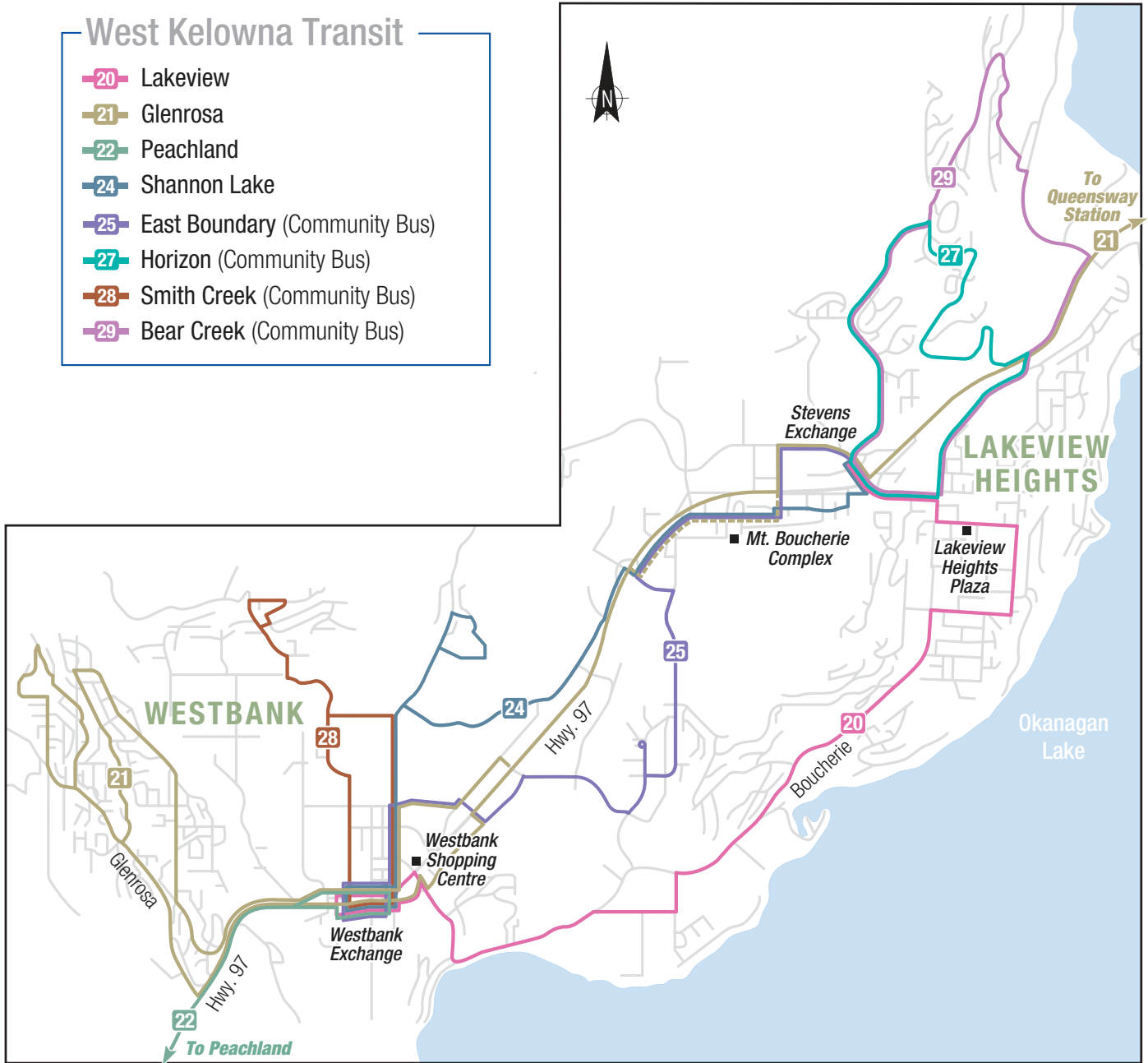


Figure 19: Existing transit routes in West Kelowna (Credit: BC Transit)

6.3.2 Transit Exchange

Main Street is envisioned as a “transit mall” and Westbank Centre’s future transit exchange. It will include exchange opportunities for all transit routes in the area and bus stops on either side of the street. Bus stops will be designed to the highest standard, to include shelters, benches, and transit information. Frequent street crossings will permit easy pedestrian access to buses in either direction, and adjacent retail land uses will provide a variety of services for passengers.

A bus layover area is needed to minimize the curb space on Main Street dedicated to buses and to ensure buses do not park for long periods on the primary pedestrian route. A layover area should be developed in the vicinity of the Main Street transit exchange; the site should facilitate full maneuvering for both eastbound and westbound buses. The layover area will not be a passenger area, but should be outfitted with bathrooms and a small office for bus drivers during their layover. As development occurs in the western portion of Westbank Centre and bus volumes increase, the District may consider altering the layover area to become a dedicated off-street transit exchange in coordination with the civic building proposed for the area.

It should be noted that BC Transit is conducting on-going planning to determine a suitable location and configuration for a Westbank transit exchange. The District must coordinate with BC Transit to create a workable transit exchange in Westbank Centre that supports the vision and planning principles of this Revitalization Plan.

6.3.3 Park-and-Ride

In planning the Central Okanagan’s new RapidBus service, interest has been expressed in providing a park-and-ride facility in Westbank Centre given that it is the proposed current end of the route. This would be beneficial to the service, as it would provide an opportunity for residents in West Kelowna’s residential communities to drive to a central location and use transit. However, a park-and-ride facility would likely be a surface parking lot and Westbank Centre is not considered an appropriate location for a surface parking area that cannot be used by shoppers or employees. It is suggested that the District in conjunction with BC Transit, work to establish agreement for the joint/shared use of existing under-utilized parking lots in the Westbank Centre, e.g., churches.

In addition to negotiating joint use agreements for under-utilized parking lots, it is suggested that the District find an alternate short-term location for a park-and-ride at one of the other two express bus stops

proposed in West Kelowna, either Boucherie Centre or the Westside RapidBus station. This would still provide park-and-ride option that serves the majority of West Kelowna residents as efficiently as a park-and-ride located in Westbank Centre would, but will not result in an inefficient surface parking lot in the most concentrated urban area. The residents of Glenrosa are the group that would be best served by a park-and-ride in Westbank Centre, however the 21 – Glenrosa route is thought to provide frequent enough service and enough coverage that the majority of residents in this area can be expected to use the local service and transfer to the new express service, eliminating the need for a park-and-ride. Potential park-and-ride users from further west (i.e. Peachland) would have to travel further to reach a park-and-ride location.

Long-term options may be explored to integrate a park-and-ride into a potential parkade in Westbank Centre, perhaps in coordination with the proposed civic development on Elliot Road. A structured facility would reduce the negative impact of parking on the public realm.

6.3.4 Bus Stops

Bus stops are the interface between the public realm and the transit system. As an extension of the public realm, it is important that bus stops are designed to be accessible and to a high aesthetic standard, particularly as transit sees a high rate of mobility challenged users. Bus stops should be designed per the design criteria of BC Transit's *Infrastructure Design Guidelines*, which include consideration for appropriate bus stop spacing, configuration of bus stops relative to the curb, and the components and arrangement of bus stop amenities.

Bus stops on Main Street are especially critical, as they will be a central focus of Westbank Centre's highest priority pedestrian street. It is suggested the following elements are considered:

- Bus stops should be spaced approximately 250m from one another;
- Bus stops should be located at curb-side to minimize service interruption (rather than bus bays);
- Bus stops should include an identification pole and sign, as well as schedules and route maps;
- Bus stops should include shelters, benches, and garbage / recycling bins; and
- Bus stops may include “real-time” transit information in coordination with the regional system.



On-going consultation should be undertaken with BC Transit and the Kelowna Regional Transit System about the placement of bus stops and the development of routing, layover locations and transit exchanges.

6.4 Bicycles

Bicycling is an integral part of an integrated transportation system for commuting and recreational activities for all ages. Cycling offers a viable alternative to driving, transit and walking, and is an important component in creating a healthier and more sustainable community. Developing bicycling infrastructure and facilities throughout the revitalized town centre makes cycling more accessible to users and encourages its use as a viable transportation option year around.

6.4.1 Bicycle Network

West Kelowna's draft Master Transportation Plan (October 2010 Update) proposes a hierarchical commuter bicycle network with route designations identifying envisioned bikeways within West Kelowna, including Westbank Centre.

The draft Master Transportation Plan (MTP) identifies a bicycle expressway along both arms of the Highway 97 couplet, a bicycle arterial route along Old Okanagan Highway connecting to a future (after 2030) arterial loop formed by Ingram, Hebert, Paynter and Butt Roads, around and beyond the periphery of the Westbank Centre study area. Elliot Road is identified as a north-south bicycle collector route between Ingram and Butt roads. In an attempt to align this plan with the draft Master Transportation Plan recommendations, the Revitalization Plan generally supports this proposed commuter bicycle network, with some clarifications as follows:

- Cyclists on **Main Street** should be integrated into travel lanes, without dedicated bike lanes. Vehicle speeds will be low and driver awareness will be heightened, suggesting that cyclists can be safely accommodated in shared lanes. Eliminating bike lanes will also decrease the street width, helping create appropriate dimensions for Main Street. Main Street should include signage identifying it as a bike route and paint markings indicating the cyclist path within the travel lane (i.e. sharrow). The District may also consider bike boxes at key intersections.
- **Brown Road** should be considered the primary north-south cycling route through Westbank Centre, rather than Elliot Road or Old Okanagan Highway (as shown in MTP). Brown Road is the most central north-south route and provides access to the center of Main Street and Ingram Road, a key east-west route between the area's only school and recreation centre. Cycling

facilities along this route should include signage, paint markings, and consideration for either bike lanes or a two-way “cycletrack”. Safe crossing of Dobbin Road is critical for any bike route within Westbank Centre.

- As identified earlier in the plan (Section 3.0) **Ingram Road** is envisioned as a key east-west cycling route between Westbank Centre Community Park, George Pringle Elementary School, and Johnson-Bentley Memorial Aquatic Centre. While this route is part of an arterial commuter cycling loop envisioned in the MTP, it forms a critical recreational link between Westbank Centre’s key civic destinations. Ingram Road should include a separated “cycletrack” or multiuse pathway as a large number of recreational users are anticipated.

All bicycle facilities should be developed using the Transportation Association of Canada’s *Bikeway Traffic Control Guidelines*. Identified cycling routes should be considered in future land development to determine opportunities to acquire necessary property to develop cycling facilities.



(top, left) A sharrow is a bicycle lane marking/stencil that indicates the intended area of travel for cyclists. Sharrows consist of two white chevron markings with the bicycle symbol.



(top, right) Bike boxes provide a dedicated area for cyclists at the front of an intersection queue, allowing them to move more quickly through an intersection.



(right) A cycletrack is a two-way bicycle route separated from vehicular traffic (Credit: City of Vancouver).



A separated multi-use pathway is appropriate in areas where high volumes of recreational cyclists are anticipated.

6.4.2 End-Point Cycling Facilities

End-point cycling facilities are provided at the end of a cycling trip and are intended to improve comfort and security for cyclists. Bicycle parking is the most common end-point facility, but they may also include shower/change facilities and shared bicycle services. Consideration should be given to the following.

- Class I bicycle parking refers to secure, weather protected spaces intended for long-term employee or resident parking. All new multi-family residential, retail, office, and civic land uses should be required to provide appropriate Class I bicycle parking.
- Class II bicycle parking is intended for short-term use, typically by retail customers or residential visitors. Class II parking should be integrated throughout Westbank Centre, using a unique design and priority locations integrated into the streetscape.
- Shower and change facilities provide cyclists an opportunity to bathe and don appropriate work attire after cycling, which is particularly attractive to employees in an office or retail setting.
- A universal bike station, or “bike kitchen”, is a central facility that provides cyclists with basic facilities with which to make repairs to the bicycle. When placed in a central location, they can also include the sale of basic equipment, for-hire services, and a bicycle parking valet service, which eliminates fear or theft or vandalism. Such a facility would ideally be included in any new civic facilities developed in Westbank Centre, and may attract supportive businesses in adjacent retail locations.



Examples of Class I (left) and Class II (right) bicycle parking.



An outdoor "bike kitchen" at the University of Victoria provides basic bicycle repair equipment
(Credit: University of Victoria)

6.5 Pedestrians

Walking provides an opportunity for residents, employees, and visitors of Westbank Centre to meet travel needs through an active, sustainable, and social travel mode. There are two primary considerations in creating conditions that facilitate walking:

1. **Land use** must be planned to create conditions conducive to walking. This means maximizing density to increase the number of potential destinations located within walking distance. It also means creating a mixture of land uses in close proximity to provide a variety of potential destinations. These concepts of increasing density and mixing land uses are central to the land use vision presented in this document.
2. **Pedestrian facilities** must be of the highest quality. This means providing high-quality infrastructure that not only accommodates pedestrians; it provides an environment that people want to be a part of. Pedestrian routes must be continuous, safe, and attractive. The design and construction of appropriate pedestrian facilities is the primary concern of this chapter.



High-quality pedestrian provisions attract a high proportion of walking in residents and visitors of Niagara-on-the-Lake, ON (left) and Chemainus, BC (right).

6.5.1 Pedestrian Network

Westbank Centre is proposed as a compact area that can be walked from end-to-end in under ten minutes. Key community destinations, such as Main Street, the transit exchange, George Pringle Elementary, and Johnson-Bentley Memorial Aquatic Centre are all within comfortable walking distance from key transportation corridors and much of the land use in Westbank Centre



Figure 21: The majority of Westbank Centre is within 5-minute walk of the centre of Main Street

Noting Westbank Centre’s compact urban form and close proximity conducive to walking, a continuous pedestrian network is envisioned which will encourage Westbank Centre residents, employees, and visitors to complete trips by walking. The pedestrian network will include an interconnected network of pathways and sidewalks that connect to primary pedestrian destinations throughout Westbank Centre. Pedestrian routes are defined as High Street, Pedestrian Priority, Pedestrian Linkage, and Neighbourhood Sidewalks.

Further guidance on the pedestrian network is providing in the following sections, as well as in Chapter 8.0 and the Design Guidelines.

6.5.2 Sidewalk Design

Sidewalks are the primary component of the pedestrian network. They provide dedicated facilities for trips completed by walking, but also (and perhaps more importantly) are shared public space for socializing, people-watching, and resting.

The following sections include descriptions of the recommended sidewalk design elements for pedestrian route. Sidewalk width is described as the distance from the edge of the street right-of-way to the edge of the walking surface, while the clear zone describes the area that is intended for walking and is to remain clear of all other sidewalk features (lights, furniture, etc). See Table 3.

Table 3. Sidewalk categories and proposed design standard

	Adjacent Zoning (typical)	Sidewalk Width	Clear Zone	Furnishing Zone
“High Street”	Mixed-use, Commercial, Institutional	4.0m +	3.0m	1.0m +
Priority	Mixed-use, Commercial, Institutional	3.0m +	2.5m	0.5m
Linkage	Residential (medium / high density), Commercial, Institutional	2.0m +	2.0m	0 - 0.5m
Neighbourhood	Residential (low / medium density)	1.5m	1.5m	0m

High Street Pedestrian Route

The High Street pedestrian standard is applied to Main Street and includes the most extensive pedestrian provisions. It should include a minimum clear zone of 3.0 metres, which will accommodate the high pedestrian volumes anticipated on Main Street. An additional sidewalk area of at least 1.0 metre should be designated as a furnishing area, and may include areas for lights, furniture, trees, landscaping, and signage. Streetscape treatments should be to the highest standard on Main Street.

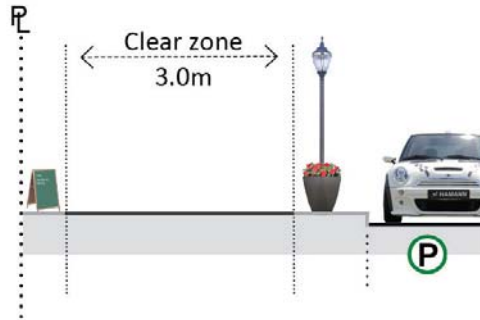


Figure 22: Recommended High Street Pedestrian Route cross-section



Downtown sidewalk in Langford, BC have a variety of landscaping and street furnishings that add interest to the pedestrian realm, but maintain a consistent clear zone to ensure pedestrian travel is unimpeded.

Pedestrian crossings on Main Street should be designed for pedestrian safety, to minimize crossing distance, and to create visually continuous walking routes. Crossings point should include the following features:

- Curb extensions to decrease crossing distances and slow vehicle traffic;
- Textured crossing areas to reinforce pedestrian space and add interest to the public realm;
- Consideration for below surface flashing lights in locations of high vehicle volumes;
- Midway pedestrian refuge areas where medians are present;

Pedestrian crossings on Main Street should provide safe crossing areas for pedestrians and should be used as opportunities to visually link the street faces creating a more complete streetscape.

Pedestrian Priority Routes



Curb extensions reduce pedestrian crossing distances, as show in Sidney, BC.

Pedestrian priority routes are continuous routes that provide east-west and north-south links to key community destinations. Brown Road and Ingram Road are identified as pedestrian priority routes, which offer high-quality continuous pedestrian routing to Main Street, George Pringle Elementary, and Johnson-Bentley Memorial Aquatic Centre.

Pedestrian priority routes should be designed with a minimum clear zone of 2.5 metres, and additional space for streetscape features. Streetscaping should include street trees and landscaping, as well as lighting, furnishings, and wayfinding signage. A landscaped buffer is desirable between the sidewalk and street where sufficient property exists. Consideration may also be given to coordinating pedestrian facilities with cycling facilities on Brown Road and Ingram Road, as each functions as a key cycling route.

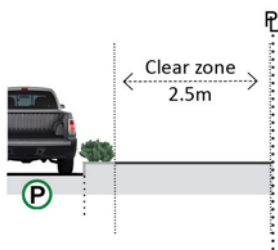


Figure 23: Recommended Pedestrian Priority Route cross-section

Pedestrian Linkage Route

Pedestrian linkage routes are the major streets in Westbank Centre that provide continuous links throughout Westbank Centre. These routes should include sidewalks with a 2.0-metre clear zone, with additional furnishing space as required to accommodate resting areas, street trees and other features. Streets designed as pedestrian linkages should include Old Okanagan Highway, Elliot Road, Springer Road, Hebert Road, Bering Road, Apollo Road, Solar Road, Churchill Road, and Dobbin Road.

Streets considered pedestrian linkages are listed in section 9.1.2. Sidewalks on pedestrian linkage routes should have a 2.0m clear zone and then additional furnishing space as required for any amenities. Pedestrian linkages should be planted / treed accordingly, however they should have a lower standard of street furniture and amenities to match with their purpose as links opposed to socializing / shopping spaces.

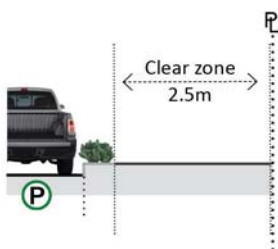


Figure 24: Recommended Pedestrian Linkage Route cross-section

Neighbourhood Sidewalk Route

Neighbourhood sidewalk routes are those that are fronted primarily by medium and low-density residential uses. They are intended to provide basic sidewalk facilities with direction connections to higher-order pedestrian routes. Streetscape features are minimal, but should still include appropriate lighting and attention to crossing points with major streets. A landscaped buffer may also be desirable where sufficient property exists. The neighbourhood sidewalk standard should be applied to all remaining streets.

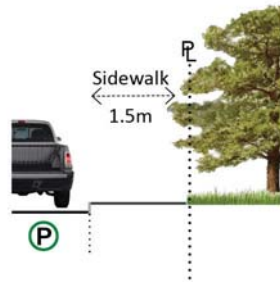


Figure 25: Recommended Neighbourhood Sidewalk Route cross-section

6.5.3 Critical Issues

In addition to the sidewalk design standards identified above, there are a number of critical design issues that should be considered as the Westbank Centre pedestrian network is developed.

Dobbin Road Crossings

Dobbin Road is proposed as a two-way Provincial Highway and will become a perceived and physical barrier to non-motorized travel between the north and south portions of Westbank Centre. Significant residential population will be located in the northern portion, while the elementary school, parks, and recreation centre are located in the southern portion. Appropriate design of crossing points on Dobbin Road will be critical in creating a safe and continuous non-vehicular network.

To ensure safe crossing points, West Kelowna should work with the MOTI to ensure crossing areas are clearly demarcated, waiting areas are provided buffered from vehicle traffic, signal timings permit sufficient pedestrian crossing time, interruptions on the main thoroughfare are frequent enough to dissuade jaywalking, and crossings are supplied at all major intersections to increase connectivity. As outlined in S.6.1.1, elevated crossings recommended in the Westbank Centre.

Accessibility

Accessibility refers to design considerations that make buildings and other facilities accessible and safe by persons with physical, sensory, or cognitive disabilities. All buildings and infrastructure in Westbank Centre should be designed to accommodate community members with disabilities, and in doing so will ensure that the built environment is built to a high standard and inclusive to all.

Accessibility applies to all built features; however, West Kelowna should ensure that pedestrian infrastructure is designed to access standards. Some common features include the following.

- Sidewalk free of obstructions
- Accessible parking spaces (both public and private)
- Curb ramps with side flares and detectable hazard indicators
- Tactile signage and surface markings
- Audible pedestrian crossing signals
- Special accessibility considerations adjacent bus stops

All pedestrian and transit infrastructure design should be developed in consideration of the *Accessible Design for the Built Environment*, by the Canadian Standards Association.

Safety / Security

A safe public realm is a necessity if Westbank Centre is to attract the all-day pedestrian activity sought in this plan. Issues of safety and security can be pre-emptively addressed through the design of infrastructure that is well lit, offers natural surveillance, and encourages activity in public spaces at all times of day. Crime Prevention Through Environmental Design (CPTED) principles should be considered in the design and construction of both public and private properties in Westbank Centre. Further guidance on public realm safety is provided in the Westbank Centre Design Guidelines.

Wayfinding

Wayfinding systems aid in providing information to pedestrians, cyclists, and potentially motorists to help them reach to their destination. Wayfinding may include signage, but can also be provided as more subtle features such as pavement markings, surface textures, or public art. Wayfinding also includes additional information to aid those unfamiliar with the area, perhaps distance to reach a destination(s) or schedules for transit or special events. As Westbank Centre develops and evolves into an “events capital” (explained in Section 8.0), wayfinding will become increasingly important for visitors unfamiliar with the area. Locations to identify through wayfinding should include the Gellatly Bay, Main Street, Glen Canyon Park (and others), George Pringle School, Johnson-Bentley Aquatic Centre, and future parks and civic facilities.



Wayfinding in Glasgow is both art and a map (left), In Victoria, maps on utility boxes make use of existing infrastructure (middle, credit: City of Victoria). In Vancouver, these map signs have a map, directory and directional indicators (right, Credit: TransLink)

6.6 Transportation Demand Management

Transportation demand management (TDM) encompasses a wide variety of policies, programs, and services designed to influence travel behaviour and provide a range of travel options to local residents, such as improved transit, walking, cycling, carshare, and rideshare programs. TDM policies can also help to reduce parking demands particularly in a downtown area, and directly support the high-quality non-vehicular network proposed for Westbank Centre.

Travel mode selection is a product of the options made available within the community. If the most attractive option is driving, then people tend to drive, which increases vehicle trips and parking demand. If facilities and programs are put in place that make non-automobile forms of transportation more desirable than automobile use, the preferred travel mode will shift decreasing demand for automobile travel. Integrated programs, policies, and services are designed to reduce vehicle travel demand by influencing individual travel behaviour and expanding the range of available travel options. TDM policies and programs cover a variety of users and opportunities:

As Westbank Centre develops, transportation demand management strategies should be integrated into the bylaws, programs and development.

Events / Promotion:

- Social Media
- Sustainable Transportation Website
- Bike / Walk / Roll to Work Week
- WoW Wednesdays (Walk or Wheel Wednesdays) – School children
- Clean Air Challenge
- World Car Free Day
- Sunday Parkway

Employee Focused:

- ProPass
- Rideshare / Carpool
- Guaranteed Ride Home
- Flextime / Alternative Scheduling
- Bicycle Parking Requirements
- Telecommuting
- Showers / Change Facilities
- Parking Cash Out

Multi-family Residential:

- Residents bus Passes
- Unbundling Parking
- Tiered parking requirements bylaw
- Bicycle Parking Requirements
- Car Share car / memberships
- Ride board

6.7 Neighbourhood Zero Emission Vehicles

A Neighbourhood Zero Emissions Vehicle (NZEV) is powered by an electric motor, that produces no emissions, and is designed to travel on four (4) wheels at a maximum speed of between 32 km/h and 40 km/h. NZEVs include features such as headlights/taillights, turn signals, windshields, a parking brake and seatbelts in compliance with MOTI or Vehicle Safety Regulations. NZEV's improve transportation options for lower income residents, seniors and families/couples requiring a second vehicle for local commuting and errands.

NZEV's are a good fit for Westbank Centre as the majority of roads are less than 50km/h and there is good circulation even without highway access. NZEV's are not permitted on MOTI roadways greater than 40 km/h, which means NZEVs are permitted on all proposed Westbank Centre streets with the exception of Dobbin Road.

Strategies to accomodate design for these vehicles should be considered as Westbank Centre develops.

NZEV's run on the local road network and allow people to get around their local area for commuting/errands



7.0 Community, Culture and Economic Development

7.1 Overview

Community and cultural events, facilities and services are a key component of Westbank Centre revitalization, and another area where the District can play an important role. Community and culture also is the foundation for a solid economic development strategy for Westbank Centre as a means of creating a unique experience, identity and brand to attract people to live and shop and play, and businesses to locate, in Westbank Centre.

This section identifies opportunities provided by the significant community and civic investments the District has made to date and key strategies for building on these opportunities. This includes:

- Special precincts and events to enhance the identity of Westbank Centre and attract people and businesses;
- Identification of and enhancements to key sites (both public and privately owned) as catalysts of Westbank Centre re-investment
- A unique retail strategy to help differentiate Westbank Centre businesses from commercial activities in the rest of the region;
- An Urban/Agricultural interface program that builds on Westbank agricultural lands and activities and rich history of food production and processing.

7.2 Community/Civic Facilities

7.2.1 Current Conditions

There has been substantial investment in civic and community facilities in Westbank Centre in recent years, including:

- Westbank Centre Community Park,
- Rotary Spray Park including a community garden and dog park
- Westbank Community Park
- Several smaller neighbourhood parks
- George Pringle Elementary School and associated playing fields
- Johnson-Bentley Memorial Aquatic Centre



- Library (leased facility)
- Municipal Museum/Tourism Information Centre
- The new RCMP building
- The renovated West Kelowna Fire Hall
- The Westside Seniors Centre in a leased building on Old Okanagan Highway
- Westside Youth Group operated by the Okanagan Boys and Girls Club in the Lions Community Hall on Main Street

While there is no formal civic precinct in Westbank Centre, the substantial number of community and civic facilities noted above demonstrate the District's on-going commitment to Westbank Centre revitalization. Enhancements to these existing facilities, and identification of new community and civic facilities, represent a key opportunity to demonstrate further commitment by the District to the Westbank Centre.

7.2.2 Enhanced Connections

Improving accessibility of and connections between existing facilities, especially for children and seniors, will help improve overall walkability, amenity and safety in Westbank Centre. The Parks and Recreation Master Plan, and the Bicycle Network Plan, identify connectivity and accessibility enhancements. Priorities for Westbank Centre include:

- Improved pedestrian and cycling connections between existing facilities such as the Westbank Centre Park, George Pringle Elementary School, the Westbank Lions Community Hall, and the Aquatic Centre;
- Enhanced pedestrian crossings across Dobbin Road;



- Enhanced north-south pedestrian priority streets including Elliot Road, Brown Road and Old Okanagan Highway. Pedestrian priority streets are enhanced with sidewalks and street trees on either side and pedestrian activated signals at all intersections;
- Commuter bike lanes on Elliot and Brown Roads; and
- Pedestrian and bicycle improvements to the Ingram Road streetscape.

7.2.3 Establishment of a New Civic Centre

This Plan proposes consideration of a new Civic Centre in Westbank Centre that focuses and integrates community and civic facilities in a central location to create a synergy and critical mass in Westbank Centre.

A well-defined Civic Centre and associated public space would:

- Be a powerful draw for Westbank Centre, bringing more people, jobs, activity and services to the centre;
- Act as a civic anchor for the community;
- Demonstrate a tangible, strong commitment to the revitalization of Westbank Centre by Council;
- Stimulate private sector commercial and residential developments in the area.

The Plan identifies a preferred site for a new Civic Centre and associated civic plaza - facing Elliot Road between Main Street and Dobbin Road. A portion of land at the preferred location identified above is already owned or controlled by the District and as such, presents an early opportunity for the District to begin developing a combined public facility to potentially house several community and civic facilities through phased incremental development over time. However, other locations equally or better suited may arise over time.

This plan recommends undertaking a planning process including technical analysis and community consultation to identify specific needs and opportunities for creating a formal civic precinct and to develop the program for it. Elements and strategies the process should include, but are not limited to, the following:

- A relocated municipal museum
- A relocated library (once the current facility lease expires)



- A new municipal hall (subject to further community input and Council direction)
- A community theatre
- An arts centre (including gallery space)
- Gift shops
- Café/restaurant
- Expanded Seniors Centre
- A new Civic Plaza associated with the new Civic Centre to act as a forecourt for the Civic Centre and also provide a venue for civic gatherings, celebrations, demonstrations, events and festivals.

7.2.4 Enhanced Facilities

An alternative to creating a new, centralized and integrated Civic Centre, as described above, is to upgrade existing facilities to accommodate more users and expanded services and programs. While the phased incremental development of a new civic precinct over time is the preferred approach, upgrading existing facilities and the connections between them should be considered, particularly over the short term, as needs arise.

7.2.5 Main Street Community Plaza

Currently, this parcel is privately owned by the Westbank Lions Service Club, and provides necessary parking for the Lions Hall but is under-utilized during non-event times. The current surface parking area in front of the Westbank Lions Hall represents a significant short term opportunity to be redesigned as a multi-purpose Community Plaza facing Main Street. This parking lot could be considered and designed for public events and festivals while also accommodating parking at designated times and days. It is recommended that the District work together with the Lions hall to either:

- Acquire the parking lot from the Westbank Lions Hall with an agreement to continue to provide parking when needed; create a shared parking agreement or provide alternative parking elsewhere;
- Enter into an agreement with the Westbank Lions Hall to improve and maintain the multi-use plaza as described above and explore opportunities for shared parking arrangements.

7.3 Cultural/Economic Development Strategies

7.3.1 Current Conditions

Retail uses in Westbank Centre are struggling for a number of reasons already highlighted in the introduction to this plan, particularly as a result of the enormous built and un-built capacity provided for on WFN lands and other commercial locations within the District and Region. However, most of this capacity is in the form of un-focused, auto-oriented strip mall development with little or no unique character, quality or identity. Within this context, the following cultural/economic development strategies are recommended for encouraging commercial development and putting Westbank Centre on the map as a unique destination that differentiates it from other urban centres in the Okanagan Valley:

1. Main Street Streetscape Improvements

As indicated earlier in Section 4.0 Fundamental Concept, Main Street is the traditional retail street and plays a key role in the identity of Westbank Centre and the District as a whole. As such, Main Street is intended to be the focus of the most intense pedestrian-oriented retail and services, and is the top priority for public realm and streetscape enhancements (see Design Guidelines) in Westbank Centre.

Currently Main Street is also one half of the Highway 97 provincial highway couplet through Westbank Centre. The key recommendation of this plan outlined in Section 6.0 is to remove the Provincial highway function from Main Street. Depending on the resolution of the Highway 97 route through Westbank Centre, Main Street would be converted to a two-way local street and the public right-of-way owned and maintained by the District. Regardless of whether Main Street remains as part of the Provincial highway system or not, enhancing and attracting businesses to Main Street as the principal retail street in Westbank Centre will remain the key District priority for Westbank Centre Revitalization. This includes encouraging small-scale niche retail shops, services, restaurants and cafes at grade facing the street, with office and/or residential above the ground floor, in part by committing to implementing the streetscape and public realm recommendations identified in this plan and in more detail in the Design Guidelines.

Streetscape improvements and upgrades can be made to Main Street in its current function as part of Highway 97. Streetscape improvements to the pedestrian realm such as sidewalks, street trees, street furnishings and potentially cross walks, would be maintained should the Provincial highway function be removed from Main Street and be converted to a two-way local street.



2. Retail Approach

The District should focus on developing Westbank Centre as a boutique retail destination, rather than competing directly with the large format convenience retail located on WFN lands. The focus should be on creating a retail experience that complements rather than competes with the WFN experience. This will be achieved by:

- Implementing the streetscape and priority public realm enhancements identified for Main Street in this plan;
- Using the tools and policies identified in Section 5.0 Land Use and Development, including the establishment of a BIA to nurture Westbank Centre revitalization (see section 7.4 for more info on the BIA); and
- Implementing the Westbank Centre Design Guidelines as part of the rezoning, subdivision and development permit process.
- Developing a policy for encouraging and enabling the leasing of public property including sidewalks where appropriate for use as patio cafes and sidewalk displays (chattels).

3. Events Focus

Another key strategy to revitalize Westbank Centre and establish it as a unique experiential destination in the region is to emphasize the use of public streets and open spaces and adjacent private uses in the town centre for special events and festivals. This will help differentiate Westbank Centre and help create a unique identity based in part on its roots in agricultural and food production, while providing a key component to an overall economic development strategy. The following strategy is recommended to turn the WFN retail area into a benefit for Westbank Centre. The proposed approach is low cost but has a strong positive impact.

- The District will support events and festivals programmed into its streets/plazas/parks throughout the year and integrated with local shops and services as a cornerstone of both the revitalization and the economic development strategy for Westbank Centre.
- Events and festivals should be based on Westbank's history and current economic activities, namely, agriculture production and food processing such as wine production, fruits and vegetables and products.

Examples of events and festivals that will be supported and/or coordinated by the District include, but are not necessarily limited to:

Westbank Centre Car Free Days: 1-2 blocks in Westbank Centre will be closed to vehicles on a weekend day to allow local businesses including shops, restaurants and cafes to set up street stands to promote and sell their products on the street. Non-motorized forms of transportation would be showcased at this festival (i.e. cycling, walking, skateboarding etc...) highlighting sustainable transportation and living.

Westbank Centre Farmers Market and Street Festival: Building off of the success of the existing Farmers Market, a larger, expanded street market and festival would take place in Westbank Centre. Area merchants and agricultural producers would promote and sell their products providing a destination for local and out-of-town “foodies”.

‘Tour de Westbank’ Centre Cycling Series: A yearly cycling competition in the form of road cycling race organized as a part of the BC Superweek Cycling Series. Challenging topography, stunning views and a welcoming climate make Westbank Centre a prime destination for a marquis international cycling event. A longer road race through Westbank Centre and the surrounding area coupled with a Criterium through Westbank Centre would help promote Westbank Centre internationally. Corporate sponsorship would help defray up front costs of this event. (www.bcsuperweek.ca)

Westbank Centre Climbing and Outdoor Recreation Festival: Westbank Centre would be closed to vehicles on a Weekend day to allow for a festival showcasing and celebrating the diverse range of outdoor recreational activities and opportunities in the region including climbing, mountain biking, hiking, iron man and triathlon, snowboarding, and others.

Such events would be a relatively low cost way to get a lot of people connected to Westbank Centre, and create a unique identity and sense of identity for the town centre. The animation and character of the Westbank Centre Revitalization Plan should be supportive of this cultural and economic development strategy. Events could largely be run by volunteers organized by District staff, the Chamber of Commerce, or the potential future BIA.



Implications for Westbank Centre Plan: To support and implement special events and festivals such as those described above, the District will need to:

- Consider Establishing a Westbank Centre Events and Festivals Committee to identify, support and help coordinate desirable festivals and events in the town centre;
- Design Westbank Centre for events, with provision of suitable open spaces and infrastructure to accommodate events and festivals;
- Plan to close streets at specific dates and times ;
- Plan a circulation network that will allow the area to function with some streets closed for events;
- Ensure strong pedestrian linkages between WFN lands and the Westbank Centre events area;
- Identify key ‘subculture’ activity groups over the event year and build relationships with them to encourage them to hold events in Westbank Centre.

4. Gateway Sites

As shown in Chapter 4 on Figure 10 of this plan, two key Gateway sites have been identified in this Revitalization Plan:

- The West Gateway site bounded by Main, Dobbin and Hebert roads at the western entrance to Westbank Centre.
- The East Gateway site bounded by Main Street, Dobbin Road and Old Okanagan Highway near the eastern entrance to Westbank Centre.

These are both highly visible sites that present opportunities to establish a strong sense of arrival and transition as people arrive in Westbank Centre. Clear signage is key to the success of the gateway sites and will be incorporated into the design of each site.

While both sites currently have a range of buildings and uses on them, and most of the land is privately owned, better utilization of these sites as gateways and activity nodes will be encouraged by both allowing the uses indicated below and through the rezoning and development permit process should re-development of these sites occur.

The West Gateway Site: A Food and Agriculture Destination

- Incorporate the existing agricultural supply building as a year-round retail outlet related to agriculture supplies, farm foods and products, etc., allowing these uses to spill out onto the parking lot to create activity and interest related to agricultural uses;
- Incorporate food and beverage services and retail uses such as a wine shop, deli, etc.;
- Incorporate a seasonal farmers market outdoors;
- Incorporate a mix of other uses including commercial, retail and residential fronting onto Main Street, and tourism-related uses;
- Update applicable zoning to allow the uses identified above as permitted uses;
- Use massing, orientation and design of buildings to emphasize gateway location;
- Accommodate adequate parking.



The following drawing illustrates one concept for the West Gateway site.





The East Gateway Site: A Tourism Destination

- Incorporate a new Visitor Centre and related tourist facilities;
- Incorporate the new RCMP building;
- Incorporate an iconic vertical structure or significant piece of public art referencing West Kelowna’s agricultural roots to announce entry into Westbank Centre;
- Incorporate enhanced pedestrian access to/from adjacent WFN retail areas;
- Incorporate other uses including commercial, retail and tourism-related uses;
- Accommodate adequate parking;

5. Agriculture/Urban Interface Strategy

Westbank Centre is surrounded by agricultural lands, the majority of which are in BC’s Agricultural Land Reserve (ALR). The town has been integrated closely with agriculture for its entire history, and it is only recently that the area has shifted its overall focus in the Okanagan Valley to retail, residential and other uses. Westbank Centre has a unique opportunity to differentiate itself by reconnecting to its agricultural heritage in a strategic way that animates and differentiates it from other areas.

The proposed goals regarding the interface between Westbank Centre and its agricultural land context include:

- To harness the agricultural land and uses to add value to Westbank Centre;
- To protect the agricultural land and enhance its economic and cultural value to Westbank Centre by foregrounding the character of agricultural uses and forms in the Centre;
- To expand the scope of “agricultural” considerations to include the full food system with an eye to fitting with the Westbank Centre urban character and program and enhancing its economic potential; and
- To enhance the scope and accessibility of food and agriculture related experiences for all residents and visitors in West Kelowna.

The relationship between agricultural land and development is often uneasy, and significant agricultural land in the Okanagan Valley has been converted to development over the past several decades. However, new perspectives are emerging around the potential relationship between agricultural land and urban development, which can inform

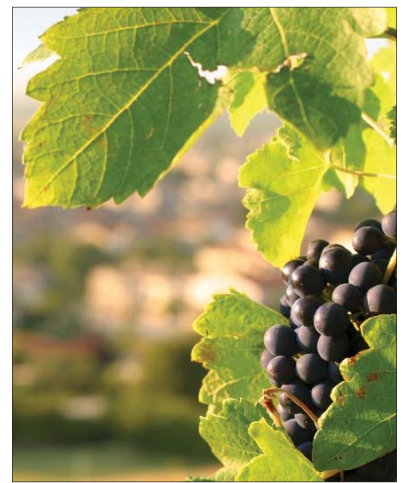


the Westbank Centre Revitalization Plan.

The proposed approach to the agricultural/urban interface should include the following elements:

Physical Elements

- 1. Agricultural production:** The agricultural practices in the fields immediately around Westbank Centre offer a unique opportunity to make visible a range of farming activities. It is important that West Kelowna commit to protecting this land in the future and work with owners and farmers to get agricultural production underway – both for economic development and “town character and experience” reasons.
- 2. A demonstration or educational farm:** There is an opportunity to locate a demonstration or educational farm in the lands adjacent the Westbank Centre. It could capitalize on the hundreds of thousands of family shoppers that frequent the neighbouring WFN retail stores every year.
- 3. A winery presence:** Currently, the highest profile agricultural product of the Okanagan Valley is grapes, with their associated economy of wineries and tourism. The parcels around Westbank Centre are of an appropriate size and orientation for growing grapes in small lots. Vineyards symbolize much of what is considered desirable about the Okanagan and would therefore add brand value to Westbank Centre.
- 4. Food oriented tourism and hospitality:** The rise of “food-based tourism” is significant around the world. The combination of hospitality with a winery presence could offer further economic development opportunities. A winery would be the best partner as they are allowed to have a restaurant within the ALR regulations.
- 5. Buffers and farming practices:** The introduction of buffers (i.e. vegetative, soil mound) will likely be needed adjacent roads and settlement areas, to address industrial farming impacts such as noise and sound.
- 6. Farmgate opportunities:** Where possible, farmers should be encouraged to add farmgate outlets to their operations adjacent the roads in Westbank Centre.





7. Food processing: Any opportunity possible should be taken to make visible the food processing activities and the people involved in them in the agricultural land adjacent to Westbank Centre. Integration of retail opportunities into these would also better link the community and the processors.

8. Community gardens: Community gardens should be encouraged where appropriate, around Westbank Centre on ALR, public or private land (incl. residential areas) to serve the growing multi-family areas. Where necessary, work with the adjacent farm owners to reduce any potential negative impacts from the community gardens, ex. cross-pollination, insects, sprays etc.

9. A food hub: A food hub is a location where many aspects of the food system co-locate and develop a “hub” for food production, processing, wholesale, retail, restaurants, food education and food security. The District should look for an opportunity to develop a “food hub” where agricultural land meets some land that is not in the ALR. Food hubs can be a powerful attractor for residents, businesses and tourism.

10. Streets and sidewalks: The presence of “agricultural character” is a significant opportunity for the streets and public spaces in Westbank Centre. Materials, objects and general character and patterns associated with farming should be integrated into the urban design in order to differentiate Westbank Centre from all the other shopping areas in the Okanagan.

11. Public art: Public art should be a part of the Westbank Centre revitalization and it could be directed to highlight the agricultural elements of the town. As part of implementation of this plan, the District will undertake development of a public art policy and program, including a policy for murals, to identify specific locations and procurement of public art for Westbank Centre.

12. Festival and events grounds: To build off the events strategy, a significant opportunity exists for West Kelowna to acquire some of the agricultural lands or work with land owners immediately adjacent Westbank Centre to develop an open air events or fair grounds. These can be planned for both agriculture or food oriented events, as well as other arts, culture and performance events.

Programming

The following is a list of initial ideas for programming, recognizing that a much more comprehensive program would need to be developed by West Kelowna and its partners over time.

- The agricultural fair concept
- Food and agricultural experiences for children
- Festivals, events and targeted tourism initiatives
- Large farmers market

Implementation

Implementation will involve the District taking a leadership role and implementing ideas through building partnerships with many individuals and groups. Some key elements in the implementation plan include:

- 1. Relationships with the farmers and landowners:** The District should continue and enhance the relationship with the advisory group (AAC) of farmers and landowners to ensure that agricultural and food opportunities are high priority in decision-making.
- 2. An Agricultural Trust partnership:** The District should consider forming a partnership with an agricultural or land trust to raise money and purchase land in the surrounding agricultural areas and then manage the land to achieve its objectives.
- 3. Partnership with educational and economic institutions:** The District should consider forming a partnership with UBCO or other research and educational agencies to develop agricultural practices and value in and around Westbank Centre. The Central Okanagan Economic Development Commission may be able to offer expertise, assistance with funding and other help to the District to enhance food and agriculture opportunities for Westbank Centre.



7.4 Westbank Centre Business Improvement Area/Association (BIA)

Overview

Business Improvement Associations are made up by a group of local business owners who develop and undertake programs to improve and beautify a specified area within a community. Under the Business Improvement Area (BIA) concept, a business community can request to be designated as an Improvement Area by its municipal council. The following summarizes the typical role of a BIA and some of the programs and activities that BIA's can undertake.

- Tree planting, street furniture, improved parking, flower boxes and baskets, and street banners are typical examples of commercial area public improvements which can be implemented by a BIA. BIAs help to create stronger communities by supporting member participation through the Board of Directors and the committees of the BIA.
- BIAs respond to and reflect the needs of individual areas. They can act as merchant associations, initiators of revitalization projects, coordinators of civic planning processes, a key player on economic development teams, and a positive voice when addressing street issues.
- Individual BIAs determine organizational priorities and projects. For example, the BIA funds may be used for the implementation of a strategic plan for marketing and promoting the area to support economic growth. The funds can also be used to improve the physical environment, bring public art, to start a public awareness campaign, or to initiate any number of other projects that are designated as priorities for the improvement area. Efforts such as these improve public awareness, establish a positive image for the area, increase customer traffic, and attract new businesses.
- The formal BIA designation allows for a planned program to be developed with an annual budget contributed to by all its members. The cumulative effect of BIA activities attract customers and new business to the Improvement Area.



Street banners can be used to identify and proMOTie a Business Improvement Area

Funding

- The BIA legislation provides for a special charge to be levied on each commercial and/or industrial property within the designated area.
- There are several ways the District can assess property and designate the contribution. The most commonly used methods are:
 - Assessment (mil rate percentage) or
 - Frontage (fixed sum per linear front footage).

Implications

- Establishing a Business Improvement Area in Westbank Centre is recommended to help promote and connect Westbank Centre businesses, bring customers, and stimulate the local economy.
- A Westbank Centre BIA could also undertake a range of promotional activities include special events and ongoing advertising programs recommended by this plan, which aim to keep the BIA area foremost in the public's mind as an attractive, pleasant place to shop, to be entertained, to work and to live.
- Other Westbank Centre BIA activities should include programs that deal specifically with crime prevention, safety, transportation, accessibility, and business recruitment.



Street planting can be used a street beautification technique by local BIA's

8.0 Public Realm, Parks and Open Space Network

8.1 Public Realm Network

The public realm – the spaces around and between buildings, including streetscapes and pedestrian networks, urban plazas and destinations – has a major part to play in the character, attractiveness and success of Westbank Centre. The creation and maintenance of a healthy public realm is essential to the achievement of a thriving, vibrant, sustainable and attractive town centre. As well as being able to navigate the area at a pedestrian level, it is essential that people feel that Westbank Centre is a safe and welcoming place. The community’s public spaces need to be designed with flexibility in mind, in order to accommodate a broad range of activities and to encourage everyone to visit Westbank Centre – young and old, residents and visitors, workers and tourists.

8.1.1 Community Destinations

Community destinations are vitally important parts of a successful public realm network. These places act as magnets, attracting people to the town core. In a successful public realm, these magnets first draw residents and visitors into the core, who are then inspired to stay and enjoy the experience of the urban environment, shopping, eating, working and even living in the area. It is important that the public realm network recognizes and addresses these key destinations.

Community destinations include three types of magnets: Civic facilities, community parks and commercial destinations.

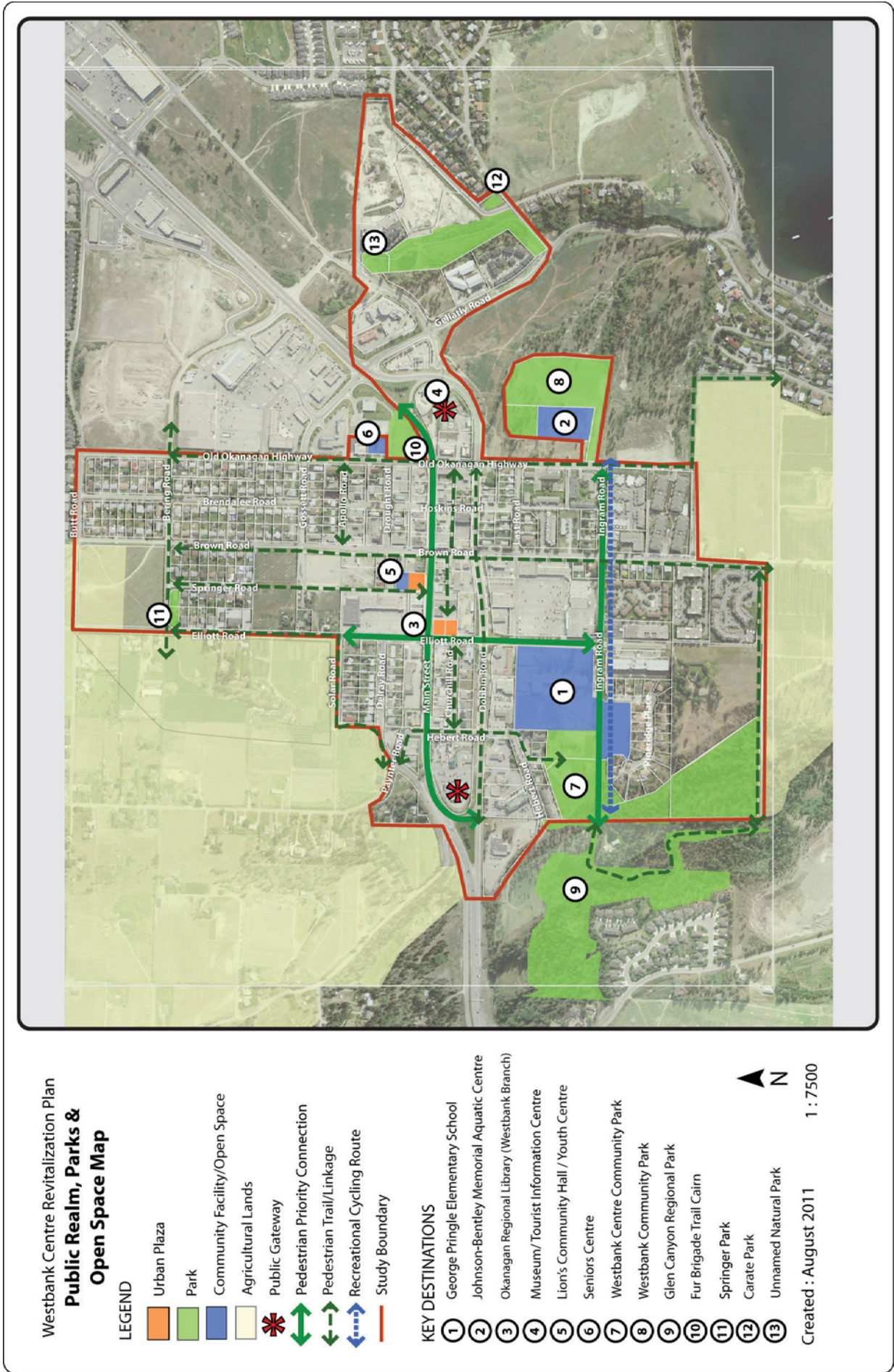
Civic facilities are the public spaces that a community requires for social and recreational interaction. Westbank Centre currently has several civic facilities that can be used as building blocks for an active town core:

- George Pringle Elementary School
- Johnson Bentley Memorial Aquatic Centre (JBMAC)
- Westbank Branch of the Okanagan Regional Library
- Museum/Tourist Information Centre
- Lion’s Community Hall
- Youth Centre
- Seniors Centre

Section 7.2 Community/Civic Facilities provides detailed recommendations for these facilities.



Figure 17: Public Realm, Parks & Open Space Map



Community parks, including Westbank Centre Community Park and Westbank Community Park, Springer Park and Glen Canyon Regional Park are places that people come to visit in Westbank Centre. Section 8.2.2 Community Parks provides details on community parks.

Commercial destinations are critical magnets for a successful town centre. Currently, Westbank Centre’s commercial realm is oriented along Dobbin Road and Main Street. With auto-oriented commercial dominating these areas, these commercial areas do not currently act as the community destinations envisioned by this plan – today people typically drive to and from destinations, without experiencing other aspects of the area. A pedestrian-oriented town centre is required to generate the street activity and movement vital to a thriving town centre. Section 7.3 provides detailed recommendations for commercial destinations.

Community Destinations Recommendation:

1. Improvements to the public realm, parks and open space network should connect key community destinations through trails, urban plazas and pedestrian-oriented activities.

8.1.2 Pedestrian & Recreational Cyclist Network

A cohesive and well-orchestrated pedestrian and cyclist network is vital to the success of a community. Today, Westbank Centre is largely a car-oriented community and West Kelowna residents have expressed the desire to be able to access more of the community easily and conveniently by foot or bicycle. As the population increases in the Westbank Centre area, a grid of pedestrian-oriented streets becomes increasingly important.

Pedestrian Connections

Currently, Westbank Centre’s pedestrian network is served by standard sidewalks and paved road shoulders on some streets. Generally the existing network has relatively few pedestrian amenities and a distinctive streetscape character is not readily identifiable. The objective for Westbank Centre’s pedestrian network is to develop a cohesive, urban street character that effectively moves people, while creating a pleasant streetscape experience. The development of a well-defined pedestrian network will help improve the north-south pedestrian movement, enhance the pedestrian experience in the commercial core and link key urban destinations which will improve economic viability of small businesses.





To build off the recommendations in Section 6.5, this plan proposes an improved pedestrian network comprised of **three** types of connections:

1. Pedestrian Priority Connections – These routes will connect major destinations and are expected to be vital to pedestrian movement. On these priority connections, pedestrian movements should be prioritized over vehicle movements. Priorities for improvements of these connections include:

- Traffic calming measures (Refer to the Westbank Centre Streetscape Design Guidelines for recommended measures)
- Major crosswalks at intersections
- Wide walking corridors (min. 2.5m plus streetscape feature zone)
- High-quality streetscape amenities and elements
- Focal points for public art
- Pedestrian lighting
- Intensive street tree provision
- Pedestrian-oriented directional signage

2. Pedestrian Linkages – In addition to pedestrian priority connections, other pedestrian linkages will be required throughout Westbank Centre. The objective for pedestrian linkages is to create a safe, navigable grid of pedestrian routes throughout Westbank Centre. On pedestrian linkages, pedestrians should be integrated safely with vehicle traffic. Priorities for pedestrians on these routes should include:

- Signed crosswalks at key crossing locations
- Walking corridors (min. 2.0m)
- High-quality streetscape amenities and elements
- Street tree provision
- Pedestrian-oriented directional signage

3. Pedestrian Trails & Alleys – Beyond on-street connections, off-street pedestrian trails and alleys will be important links within the network. Westbank Centre currently does not have a well-established alley network, but as the community evolves, opportunities may arise for an expanded alley-network. Alleys

should be seen as part of the pedestrian realm and should be designed as safe passages for pedestrians. Materials and street elements should be selected with care so these areas can become enduring spaces. Pedestrian alleys or ‘woonerf’s’ – low traffic volume streets or alleys that integrate automobile, pedestrian and bicycle traffic together – should be considered in active commercial areas to provide unique and enjoyable pedestrian experiences. Guidelines for pedestrian-oriented trails and alleys in an urban environmental include:

- Well-articulated rear building facades
- Screening of unpleasant views (e.g. dumpsters)
- Accent or high-quality paving to delineate pedestrian use
- Signage to delineate pedestrian use
- Pedestrian-level lighting for safety and security
- Waste management solutions that will limit number of dumpsters in alleyways.

Pedestrian Connection Recommendations:

1. Pedestrian connection and streetscape improvements should be a component of all future road upgrades in the Westbank Centre Area.
2. Priority Pedestrian Connections should be developed in the following locations (see Figure 17):
 - Main Street – from Hebert Road to Gellatly Road
 - Ingram Road – from Westbank Centre Community Park to JBMAC
 - Elliot Road – from Solar Road to Ingram Road
 - Brown Road
3. Pedestrian Linkages should be developed in the following locations (see Figure 17) :
 - Old Okanagan Highway – Bering Road to Ingram Road with eventual connection to Gellatly Bay (in conjunction with other community planning processes)
 - Brown Road – Bering Road to the south study boundary
 - Springer Road
 - Elliot Road – Bering Road to Solar Road
 - Hebert Road – Delray Road to Westbank Centre Community Park





- Bering Road – Elliot Road to Old Okanagan Highway
 - Apollo Road – Brown Road to Old Okanagan Highway
 - Solar Road – Paynter Road to Elliot Road
 - Churchill Road – Hebert Road to Old Okanagan Highway
 - Dobbin Road – Hebert Road to Old Okanagan Highway
4. Pedestrian Trails and Alleys should be developed in the following locations (see Figure 17):
- Springer Road to Main Street
 - Churchill Road
 - Brown Road to Glen Canyon Regional Park
 - Future alleys developed in key commercial areas
5. In addition to trail connections identified in the plan, the District should continue to identify opportunities to create pedestrian linkages not anticipated by the Plan.
6. When developments occur or properties are rezoned, pedestrian linkages that complete or add to desirable pedestrian networks identified in this plan, or through future planning, should be identified and secured.
7. Utilize the Westbank Centre Streetscape Design Guidelines for streetscape design considerations.

Cycling Connections

Cyclists encompass a wide user-group – from high-speed commuters to children and families. This plan separates cyclists into **two** different groups:

- **Commuter Cyclists:** These cyclists have commonalities with vehicle traffic, using routes to quickly move between destinations. In most cases, these routes may be served by cycling lanes within the road network. See Section 6: Transportation (Cycling) for more information on recommendations for commuter cycling routes.
- **Recreational Cyclists:** These cyclists often include children, families, tourists and slower-moving cyclists that prefer physical separation from vehicle traffic. While recreational cyclist routes can also form part of the commuter cycling network, they typically take the form of multi-use pathways, physically separated from vehicle traffic by curbs, boulevards and vegetation.

Recreational Cycling Recommendations:

1. Develop a recreational cycling route along Ingram Road connecting Westbank Centre Community Park, George Pringle Elementary and JBMAC.

8.1.3 Street Tree Network

Street trees have multiple roles to play in a successful urban landscape:

- Providing shade and comfort;
- Reducing street scale to increase pedestrian comfort;
- Adding seasonal variety and interest;
- Helping to mitigate street pollution;
- Slowing winds; and
- Adding beauty and softness to an otherwise hard environment.

Some of the best streets recognized around the world – Champs-Élysées in Paris, Fifth Avenue in New York and Granville Street in Vancouver – all have well-established street trees as part of their streetscape fabric. Locally, Penticton’s Main Street and Kelowna’s Bernard Avenue (at Pandosy), show the success of a well-established street-tree system.

With very few established street trees, Westbank Centre is in need of a cohesive street tree strategy. Care needs to be taken when selecting appropriate street trees for Westbank Centre. The character of the trees selected today will continue to define the character of the community for decades.

Street Tree Network Recommendations:

1. When road improvements are completed within Westbank Centre, street tree provision should be included as a component of upgrades to build the character of the overall street tree system.
2. Include street tree provision to all priority pedestrian connections and pedestrian linkages identified in this plan in Section 8.1.2: Pedestrian & Recreational Cyclist Network.
3. Update Bylaw 704 – Subdivision and Development Service Bylaw, to include street tree provision as a requirement of development.
4. Utilize the Westbank Centre Streetscape Design Guidelines for criteria for selecting and locating appropriate street tree species.





8.1.4 Agricultural Interface

A unique feature of Westbank Centre is its proximity to adjacent agricultural lands. Agriculture in the area is well-established and important to the community's economy and character. Section 7.3: Cultural Economic Development Strategy identifies a detailed strategy that recognizes the significance of this rural-urban edge emphasizing opportunities for cultural, community and economic development.

Agricultural Interface Recommendations:

1. Create new on and off-street pedestrian and bicycle connections from the urban centre to the agricultural interface, including those identified in Section 8.1.2: Pedestrian and Recreational Cyclist Network. Trail designs in locations adjacent to agricultural uses should encourage viewscapes of active agriculture.
2. Interpretive information about agricultural history and current operations should be developed in cooperation with local agricultural providers.
3. Consider development of compatible uses such as community gardens, market areas, interpretive parks or other compatible spaces in parks adjacent to the agricultural interface.

8.2 Parks, Plazas and Open Space

Parks, plazas and open space are critical to the quality of life and the experience people have when living in and visiting Westbank Centre. These spaces should not be relegated to left-over spaces, but instead must be recognized as fundamental places for social engagement, public participation and economic development.

Westbank Centre currently has several parks within its boundaries and this plan looks at opportunities to build upon these assets.

8.2.1 Urban Plazas

Urban plazas form the heart of communities – providing opportunities to encourage arts, culture, economic prospects and tourism. These spaces have multiple functions, from lunchtime seating for local employees, to tourism destinations, to weekend markets and events. The possibilities of urban plazas are endless.

Today, Westbank Centre is limited in true urban plazas. The Lion's Community Hall parking lot is capable of providing some urban plaza functions, although currently its main use is parking.

Urban plaza design for Westbank Centre should consider the following guidelines:

- Location – Plazas should be located on pedestrian routes, directly adjacent to civic facilities and active public uses such as cafes, restaurants and retail uses.
- Function – Plazas should strive to accommodate a variety of experiences, from open spaces to accommodate large gatherings, to small, private areas that allow for more intimate experiences.
- Integration – Plazas should fit seamlessly with adjacent building and streetscape designs.
- Seating – A variety of seating alternatives should be considered, including benches, tables and chairs, grass areas and seat walls. It is desirable for some seating to be sheltered from rain and/or sun.
- Vegetation – Plantings should provide both shade and sun options and shelter from winds.
- Grade – Ideally, urban plaza grades are gentle, notably where open space is provided for markets or events.





- Tourism and information – Information items such as information kiosks, maps and signage are typically situated in plazas, and options to include small-scale tourism commercial (e.g. vendors, bike rentals, tour guides, etc.) could be considered.
- Amenities – Public amenities that bring life and interest to the space, such as public art or water features should be integrated.
- Security – Optimize views into the plaza area from adjacent buildings and use Crime Prevention Through Environmental Design (CPTED) principles to enhance security.

Urban Plaza Recommendations:

1. Develop at least two major urban plazas within Westbank Centre, created in conjunction and near to the new civic precinct. Possible locations for these plazas include:
 - Lion's Community Hall parking lot – Located along Main Street, which is identified as a priority pedestrian street for the area, the existing surface parking lot in front of the Lion's Hall is ripe with opportunity for urban plaza development. This space could be redesigned to successfully accommodate pedestrian activities as well as parking as a time-share scenario (e.g. parking when events are being held at the hall; urban plaza during other times). Currently, however, this parcel is privately owned, and provides necessary parking for the Lions Hall. It is recommended that the District work together with the Lions hall as discussed in Section 7.2.5.
 - Corner of Elliot and Main Streets – This new potential site for an urban plaza would be at the intersection of two priority pedestrian streets and would be associated with a potential new Civic Centre in this area. This connection between a civic facility and urban plaza would create a powerful community node and focal point. Acquisition of this site would be required.
 - Other locations along Main Street – Other sites could be identified in the future as potential urban plazas. The most desirable locations for sites include along main street and adjacent to civic facilities.
2. Creation of small pocket plazas in commercial areas should be encouraged as a component of new development.

8.2.2 Community Parks

Westbank Centre has the advantage of having two of West Kelowna's seven major community parks as identified in the Parks and Recreation Master Plan within its boundary.

Westbank Centre Community Park

Located off Hebert Road, at 2.5 hectares, this park has recently been secured and developed as a central community gathering space for the Westbank Centre and the larger West Kelowna community. The park currently includes open space, public restrooms and parking. In addition, by securing a lease with School District #23, the District has been able to expand the recreational components of the park to include very popular community gardens and an off-leash dog park. Plans are underway to add a spray park to this location.

The major issue with this park is its relatively hidden location and access challenges. The park's main entry may only be accessed off Hebert Road, which can be challenging to reach on the current transportation network. This Plan recommends that this park continue to be developed as an important community park, while efforts are made to raise its profile in the community. Please see Capital Recommendations 21 in the Parks and Recreation Master Plan for further information.

Westbank Centre Community Park Recommendations:

1. Add clear directional signage in Westbank Centre to facilitate both vehicle and pedestrian access to the park. Consider ideas such as regular signs or paving markers to help direct pedestrians.
2. Upon completion of the spray park, consider additional recreational facilities such as a playground area, outdoor fitness circuit or picnic facilities.
3. Consider addition of a sheltered seating area.
4. Complete tree planting within the park to increase shaded seating areas, with the goal of creating a multitude of sun and shade options.
5. Complete pedestrian network linkages identified in section 8.1.2: Pedestrian & Recreational Cyclist Network to facilitate access to the park.

Westbank Community Park

Located just off the corner of Ingram Road and Old Okanagan Highway, Westbank Community Park includes over 3 hectares of undeveloped open space adjacent to JBMAC. This space is used at times for events, but is otherwise generally undeveloped. A skateboard park is located on the north of JBMAC, but it has been identified as being dated and underutilized.

Like Westbank Centre Community Park, this park is also located off the main transportation routes and can be difficult to access.

This Plan recommends that this park be considered for future development of outdoor recreation facilities not available elsewhere in the community, so that in conjunction with JBMAC a recreational community hub is formed. The timing of improvements to this park would coincide with future upgrades or redevelopment of the JBMAC facility. Comprehensive planning and design for this space will be important. Please see Capital Recommendations 20 and 21 in the Parks and Recreation Master Plan for more information.

Westbank Community Park Recommendations:

1. Consider renaming this park to reduce confusion with Westbank Centre Community Park. Considerations for park renaming should include location, historical references and potentially, donations or funding for future park improvements.
2. Consult with WFN to determine if any opportunities existing on their directly adjacent lands to collaborate on an expanded park space that will serve all people living in the region.
3. In conjunction with future improvements to JBMAC, redesign Westbank Community Park. Consider including the following potential facilities:
 - Bandshell/outdoor theatre
 - New skateboard or bike skills park
 - Sand volleyball courts (min. 4)
 - Pickleball courts
 - Basketball courts
 - Playground
 - Parking
4. Utilize community consultation, with a focus of youth consultation

during the conceptual park design development.

5. Add clear directional signage in Westbank Centre to facilitate both vehicle and pedestrian access to the park. Consider ideas such as regular signs or paving markers to help direct pedestrians.
6. Complete pedestrian network linkages identified in section 8.1.2: Pedestrian & Recreational Cyclist Network to facilitate access to the park.

8.2.3 Neighbourhood Parks

Within the Westbank Centre study boundary there are two small neighbourhood parks and one natural park.

- Springer Park (.11 ha) is at the corner of Elliot Road and Bering Road. It is developed with a small playground, currently in need of upgrades.
- Carate Park (.18 ha) at the corner of Majoros Road and Witt Road. It is currently undeveloped.
- Unnamed Natural Park (0.26ha) south of Carrington Road on Smith Creek. Currently undeveloped, but is used to access nearby trails and provides protection to Smith Creek.

Neighbourhood Park Recommendations:

1. Preserve existing neighbourhood park spaces.
2. Upgrade play equipment at Springer Park.
3. Develop Carate Park as a neighbourhood park with provision of neighbourhood amenities such as play equipment, vegetation, seating and picnic facilities.
4. Protect and enhance the unnamed natural park to increase ecological functions within the Smith Creek corridor and provide linear trail connections.





8.2.4 Adjacent Parks & Rec Opportunities

In addition to parks and open space within Westbank Centre, there are several notable recreation opportunities adjacent to the community.

Glen Canyon Regional Park

Glen Canyon Regional Park, owned and operated by the Regional District of the Central Okanagan (RDCO), sits just west of the study boundary and is linked by a trail with Westbank Centre Community Park. The park is a significant recreational corridor along Powers Creek that protects sensitive ecosystems and contains hiking trails. While the corridor currently has several missing pieces, the Parks & Recreation Master Plan has recommended that the District collaborate with the RDCO to help secure missing links. Once complete, this corridor will be a recreational jewel.

Gellatly Bay

Gellatly Bay, West Kelowna's main waterfront destination on Okanagan Lake, sits southeast of Westbank Centre. The waterfront has been recognized as a central asset in the community and improvements in Gellatly Bay will be undertaken in the future. The Waterfront Plan to be completed in 2011 will assign improvement priorities for all waterfront areas in the District of West Kelowna, including Gellatly Bay. Gellatly Bay is home to several public parks and waterfront recreation areas, including the very popular Gellatly Bay Trail. The primary challenge of linking these areas is geographical terrain. Steep slopes separate Westbank Centre from the waterfront.

As waterfront improvements are completed, the ties between Westbank Centre – a commercial community hub, and the waterfront – a recreational community hub, should be strengthened. This link will be today, and forever, an important connection.

Adjacent Parks and Open Space Recommendations:

1. Strengthen the connection between Westbank Centre and Glen Canyon Regional Park through future trail development and signage.

2. In the short-term, develop a defined pedestrian connection route between Westbank Centre and Gellatly Bay. Opportunities to secure public right-of-ways during development, linear park dedication, land leases or land preservation agreements may be utilized to complete connections. A potential route is identified on the Public Realm, Parks and Open Space Map, although alternate routes may warrant consideration as the area develops. Provide wayfinding information for this route.
3. In the long-term, consider and encourage innovative ideas for improved connection between Westbank Centre and Gellatly Bay. Inventive ideas such as trolleys or a funicular are identified as potential opportunities.

8.2.5 Future Parks

In the future, opportunities may be presented for the community to obtain new parks. All new parks and open spaces in Westbank Centre should contribute to and build on the existing recreational fabric for a successful future.

Future Parks Recommendations:

1. Securing and developing urban plazas within Westbank Centre should be a high priority.
2. Linear connections that link pedestrian systems and key community destinations should be a high priority.
3. Securing parkland along Smith Creek to protect and enhance stream ecology should be a priority.
4. Connection or expansion of Glen Canyon Regional Park (in cooperation with the RDCO) should be a priority.
5. Parks that protect other significant natural features, including watercourses or habitat areas should be a priority.
6. Consider securing and creating a new community garden space within Westbank Centre's agricultural interface.
7. Unique ideas or proposals that would add to the character and experience of Westbank Centre should be considered.
8. Addition of more small neighbourhood parks to Westbank Centre is not a priority, as it is anticipated public open spaces such as urban plazas and improved streetscapes will contribute heavily to an improved public realm.

9. Implementation

9.1 Overview

Westbank Centre revitalization will be an incremental and gradual process involving many different stakeholders and agencies, and influenced by a range of evolving and often unpredictable forces. These include local and regional growth, demographic trends, market trends, and technological changes. As emphasized throughout this plan, while Westbank Centre revitalization will be primarily market driven, it will require long term commitment and leadership from the District. This commitment includes strategic, phased public investments that will require on-going monitoring, maintenance and upgrades, and consistency with and adherence to policies effecting Westbank Centre as they are updated and strengthened over time. Revitalization will also require commitment and investment from, and collaboration between:

- The various agencies who have jurisdiction over Westbank Centre and adjacent areas include the Ministry of Transportation and Infrastructure and Infrastructure, B.C. Transit, and the Agricultural Land Commission;
- Westbank First Nation;
- Business owners, land owners, developers, and their supporting organizations;
- Community groups and organizations;
- Residents of Westbank Centre and greater West Kelowna as a whole.

The overall purpose of this section is to lay out the implementation framework for the plan, including the key strategic partnerships needed, the identification of capital investments and the phasing of the recommendations and investments over the 25 year time horizon of this Plan.

9.2 Partnerships

As noted above, revitalization cannot be achieved by the District alone. It will require the District to partner with other public agencies and governments, neighbouring First Nations and local governments, private land owners, business owners, developers, service clubs, other key stakeholders, and the West Kelowna community at large.

Residents, businesses and property owners within Westbank Centre also have a significant role to play in achieving the goals and vision of this plan, including:

- Maintaining, upgrading and redeveloping residences and businesses;
- Providing input into OCP amendments and re-zoning processes; and
- Promoting and participating in community programs that advance active community participation in the enhancement of Westbank Centre.

As outlined in detail in section 9.4, the plan will also require funding partners, as the District cannot fund all the recommended actions on its own. This means prioritizing capital and operational projects, and sourcing funding from multiple sources, including grants, senior government infrastructure programs, federal and provincial Crown corporations, the non-profit sector, and local business and property owners. It also will require the District to optimize the limited funding sources it currently has control over, primarily development cost charges (DCC's), capital reserves, and the property tax base, however limited these are.

Some recommended elements of this plan can be achieved relatively quickly and at modest cost. Other elements will require substantial funding and partnerships with other agencies or governments such as the Ministry of Transportation and Infrastructure and Infrastructure, BC Transit, the Agricultural Land Commission, and the federal government.

9.3 Priority Actions & Phasing

Acknowledging the scale and scope of the recommendations in this plan and the staff and financial resources needed to implement the Plan, a priority action and phasing strategy has been developed.

As the Westbank Centre Vision is a 25-year outlook, it is not feasible to create detailed implementation budgets for this long-term time frame. This strategy focuses on implementing the short- to medium-term (5 to 10-year) steps that will act as a catalyst to revitalize the Westbank Centre. It is recognized that the West Kelowna community will grow and evolve as the plan is implemented and so it is necessary to be flexible and adapt to new opportunities and challenges that arise.

The following section identifies proposed actions that will need to be

undertaken to successfully implement this Plan. An Implementation Summary Table (Table 4) has been provided at the end of this section.

It should be noted that some recommendations fall into multiple timeframes – short, medium and long. These recommendations are included in the timeframe they are anticipated to start (e.g., if a project is expected to occur between the short- and medium-term, it is included in the short term recommendations and highlighted as ongoing).

A total of 44 recommendations were developed in response to public input and analysis during the planning process. The recommendations are organized into nine categories within each corresponding priority level:

- A. Bylaw Amendments
- B. Policy Development
- C. Gateway Development
- D. Transportation Enhancements
- E. Streetscape Enhancements
- F. Park Enhancements
- G. Establish Westbank Centre as a Destination
- H. Agriculture
- I. Communication

All recommendations generated in the master planning process are reflected in one of these categories. This will ensure that all recommendations are recorded and prioritized and budget planning may be adapted to respond to changes in community structure and public desire.

It is important to note that the recommendations and estimates are intended for planning purposes only. In all cases, more detailed design and planning will be required to complete projects. Many of the recommendations in this Plan will require staff time for completion. Senior staff and department heads will be required to determine and allocate staff time as needed to complete the priority recommendations.



SHORT TERM (2011 – 2015)

A. Bylaw Amendment

S1 Amend the West Kelowna OCP land use map to reflect the recommendations of this plan.

S2 Review and where appropriate, amend the Zoning Bylaw as recommended by this plan. In order to bring zones within Westbank Centre areas into alignment with land use designations in this Plan, conduct a comprehensive review of the Plan area zones. In particular, this review should include heights, uses, and setbacks. Also, the Zoning Bylaw should be amended to:

- Ensure that density is controlled by floorspace ratio (FSR), not units per hectare, as a means of creating greater clarity overall and flexibility for developers to achieve their maximum allowable density within existing zoning; and
- Consider allowing cash in lieu of parking for mixed use developments in cases where a marginal increase in parking stalls creates a large increase in construction costs (e.g., requiring an additional level of underground parking).

S3 Amend the Subdivision and Development Servicing Bylaw No. 704. This Bylaw should be amended so as to be brought into alignment with the Westbank Centre Streetscape Guidelines and recommendations of the Transportation Chapter 6.0 and the Public Realm, Parks, and Open Space Network Chapter 8.0.

S4 Amend Procedures Bylaw No. 944. The Bylaw should be amended to develop clear criteria for minor versus major development permit requirements to ensure efficient and consistent processing for revitalization projects.

S5 Establish a Revitalization Tax Exemption Program. In accordance the Section 226 of the *Community Charter*, create a bylaw to establish a revitalization tax exemption program for Westbank Centre.

S6 Amend Sign Bylaw. This Bylaw should be amended so as to be brought into alignment with the Westbank Centre Design Guidelines.

B. Policy Development

S1 Develop a Community Amenity Contribution Policy. When developing the District wide CAC Policy, ensure the policy includes the community amenity recommendations highlighted in this Plan.

S2 Develop a Public Art in Public Places Policy and Program to identify specific locations and procurement of public art, including murals, for Westbank Centre.

S3 Develop a Sidewalk Café Policy and Program for encouraging and enabling the leasing of public property including sidewalks where appropriate for use as patio cafes and sidewalk displays (chattels).

S4 Develop a Street Tree Policy and program as per the Westbank Centre Design Guidelines.

C. Gateway Development

S1 Highway 97 Couplet Realignment (ongoing).

- In concert with MOTI, conduct a Transportation Impact Assessment and undertake a Business Case Analysis of the proposed re-alignment of Highway 97 and the transfer of Main Street to the District's authority.
- Continue to partner with MOTI to develop a Memorandum of Understanding to confirm, commit to and fund the preferred concept for removal of the couplet through Westbank Centre based on the technical analysis and recommendations of this plan, namely, to remove the Provincial highway function from Main Street and implement the preferred concept for Dobbin Road to accommodate all Provincial highway functions through the town centre.

S2 Establish a Westbank Centre Wayfinding/Signage Program
Install signage, pavement markings, surface textures and public art to highlight key destinations in Westbank Centre.

S3 West Gateway Site (bounded by Hebert, Main and Dobbin)
Encourage existing land owners, long term leaseholders and other agencies to develop a comprehensive redevelopment plan



for this site that includes:

- Commercial food supply/agricultural-related store;
- Public farmers market focused on an outdoor market square;
- Active commercial, retail and tourism-related uses including a wine shop, restaurant, sidewalk cafe, etc; and
- Adequate parking.

S4 East Gateway (bounded by Old Okanagan, Main and Dobbin)

As the landowner of most of this area, the District should consider partnerships with other land owners, leaseholders and agencies to develop a comprehensive redevelopment plan for this site that includes:

- The Existing RCMP facility;
- Redeveloped tourist information centre and facilities including an outdoor seating/picnic area and bicycle parking;
- An iconic vertical structure that announces Westbank Centre;
- An enhanced pedestrian access to/from adjacent WFN retail areas; and
- Adequate parking.

D. Transportation Enhancements

S1 Undertake a Westbank Centre Parking Study. As further articulated in S.6.2, a parking study for the Plan area should be conducted in order to:

- Identify existing and planned supply and demand;
- Identify potential shared parking opportunities;
- Identify opportunities for expanding on-street parking supply;
- Explore additional reductions to off-street parking requirements;
- Identify and explore needs and opportunities related to

provision of off-street parking facilities including a public/private parking/park and ride facility; and

- Determine appropriate cash-in-lieu of parking fee.

Following completion of this study, amend parking regulations of Zoning Bylaw, where appropriate.

S2 Public Transit (RapidBus) (ongoing)

- Work with BC Transit partners to confirm proposed route alignment for the regional RapidBus service in Westbank Centre.
- Support BC Transit undertaking functional and operational planning and design for an on-street RapidBus stops/exchange and layover area and any related facilities, street improvements, etc. within Westbank Centre, utilizing transit-oriented design principles.
- Commit public street rights-of-way and/or public lands as required for this project.
- Advocate for and support BC Transit in prioritizing construction of the RapidBus service within Westbank Centre.
- Work with BC Transit partners to identify and explore needs and opportunities related to needs and provision of a park and ride facility.

S3 Collector Bicycle Routes (ongoing) - Develop collector bike lanes on Elliot Road and/or Brown Road as consistent with the Master Transportation Plan, the OCP Cycling Network, and the recommendations of this plan.

S4 Street Network Improvements - Analyze cost/benefit of and confirm proposed new streets or street extensions and identify any specific property acquisition/easement requirements (flag for future redevelopment applications).

S5 Establish the key connection from Ingram Road to Gellatly Road - Work with WFN to establish the proposed road connection from Ingram Road through to Gellatly.

E. Streetscape Enhancements

Streetscape and Infrastructure Enhancement Program (ongoing)

- Establish a multi-year sidewalk construction/upgrade capital program for Westbank Centre, including cost estimates, and prioritize sidewalk and/or bike lane construction projects, as per the following recommendation and the medium term Streetscape Enhancement list (in order of priority).

S1 Main Street Detailed Streetscape Design (transit oriented street design and streetscape enhancement program) - Undertake detailed streetscape design including construction drawings and detailed costing of Main Street, to accommodate both its current provincial highway function and phased removal of the provincial highway function on Main Street to accommodate two way local traffic , transit and on-street parking.

F. Park Enhancement

S1 Westbank Community Park - Consider renaming park to reduce confusion with Westbank Centre Community Park.

S2 Signage - Add directional signage to all parks to facilitate both vehicular and pedestrian traffic.

S3 Neighbourhood Parks (ongoing) - Protect and enhance the unnamed natural park identified on Figure 17 to increase ecological function within the Smith Creek corridor and provide linear trail connections.

- Upgrade Play equipment and furniture at Springer Park.

S4 Adjacent Parks and Rec Opportunities (ongoing) - Strengthen connection between Westbank Centre and Glen Canyon Regional Park through future trail development and signage. Develop a pedestrian connection between Westbank Centre and Gellatly Bay and provide wayfinding signage for route.

S5 Future Parks (ongoing) - Secure further parkland along Smith Creek to protect and enhance stream ecology.

G. Establish Westbank Centre as a ‘Destination’

S1 Encourage new residential apartment projects - Review and explore opportunities to reduce DCCs in Westbank Centre.

S2 Establish a Civic Centre within Westbank Centre

- Confirm a program and desired location characteristics for a new Civic Centre in Westbank Centre, consider the preferred location identified in Plan.
- Develop a facility program and phasing plan for Civic Centre (identify priority facility components - e.g. museum, library, art centre, local government offices, etc.) and sizes of all potential facilities.
- Identify costs and establish a capital budget.
- Identify funding sources.
- Conduct a site selection analysis and develop a land acquisition strategy.

S3 Business Improvement Association - work with business owners to establish a Business Improvement Area and Association for Westbank Centre.

S4 Consider establishing a Local Service Area - To recover all or part of the costs of providing some of the amenities and services recommended by the plan.

S5 Build Community Plazas - Encourage the Westbank Centre Lions to establish a partnership with the District to develop a community plaza in front of the Westbank Centre Lions Community Hall. In concert with other partners' planning work, work with the property owner to establish a community plaza/gathering place on the SE corner of Elliot and Main Street.

S6 Consider enforcement of unsightly premises within the Westbank Centre area, with priority on Main Street.

H. Agriculture

S1 Urban/Agricultural Interface Strategy (ongoing) - Continue working with RDCO's Agricultural Support Officer and local agricultural groups to expand the Farmer's Market and implement the Urban/Agricultural Interface Strategy. Also establish new community garden space within the Westbank Centre.

I. Communication

S1 Communicate Vision for Westbank Centre (ongoing)

Use the Westbank Centre Highlight document to work with the Economic Development Commission, commercial realtors and key stakeholders (eg. Urban Development Institute (UDI), the Chamber, landowners, business owners) to build awareness and excitement around the Westbank Centre Vision.

S2 The District should maintain a dedicated page on its website

In order to inform the community on Westbank Centre initiatives and projects. This should include information on community festivals and events, capital projects, planning processes, active development applications and approvals processes. On going dialogue and collaboration with the community and stakeholder groups on current and future initiatives will be undertaken, including on going community events and liaising with advisory groups and the BIA as recommended by this Plan, to ensure its effectiveness.

MEDIUM TERM (2011 - 2020)

A. Bylaw Amendment

M1 Amend OCP to include policy recommendations from this plan.The 2011 OCP Development Permit Guidelines (section 4.3), references the Westbank Centre Revitalization Plan and the corresponding Design Guidelines. During the next OCP update, establishment of a Westbank Centre Development Permit Area should be considered, and the Westbank Centre Design Guidelines should be incorporated into the OCP or the existing Development Permit Guidelines should be supplemented to reflect the Plan.

B. Policy Development

M1 Market Study - As the market changes, conduct a further Market and Financial Analysis to identify opportunities for and viability of density bonusing and amenity zoning policies in Westbank Centre.

C. Gateway Development

M1 East Gateway (bounded by Old Okanagan, Main and Dobbin) Implement East Gateway Improvements identified in the comprehensive plans.

E. Streetscape Enhancements

M1 Main Street - Construct Main Street streetscape enhancements;

M2 Brown Road - Undertake detailed streetscape design, construction drawings and cost estimates for Brown Road to accommodate sidewalks, street trees and other street furnishings as described in the Westbank Centre Design Guidelines - Streetscape Guidelines;

M3 Ingram Road - Design and construct green street and recreation bike path;

M4 Elliot Road - Construct sidewalks and bicycle collector route;

M5 Old Okanagan Highway - Construct sidewalks and on-street bicycle arterial route; and

M6 Hebert, Butt and Paynter Roads - Construct on-street bicycle arterial route.

F. Park Enhancements - In concert with the Parks and Recreation Master Plan (2011)

M1 Westbank Centre Community Park - Consider additional recreational facilities such as a playground area, outdoor fitness circuit, picnic facilities and complete pedestrian network linkages.

M2 Westbank Community Park - Consult with WFN to determine if any opportunities exist to expand park space. Redesign Park to include the following potential facilities (bandshell/outdoor theatre, new skateboard or bike skills park, sports courts, playground, sufficient parking).

M3 Neighbourhood Parks (ongoing) - Develop Carate Park as neighbourhood park with provision of neighbourhood amenities such as play equipment, vegetation, seating and picnic facilities

G. Establish Westbank Centre as a 'Destination'

M1 Establish a Civic Centre within Westbank Centre - Develop preliminary design of buildings and associated Civic Plaza infrastructure in accordance with approved program.

M2 Events/Festivals - Encourage the advancement of the Westbank Centre Events/Festivals Strategy.

9.4 Funding

A combination of funding strategies and partnerships will be required to successfully implement the Westbank Centre Revitalization Plan. As a new municipality, the District of West Kelowna has numerous budget priorities that must be balanced; it will be important for the District to seek innovative ways to fund the various actions recommended in The Plan and phase key public investments with private investment as it occurs in Westbank Centre.

The following recommendations provide a range of funding strategies for plan implementation. It is expected that the District will determine what combination of Funding Strategies will be used to implement the Westbank Centre Plan recommendations.

- The District will continue to pursue **grant opportunities** from senior levels of government and other funding agencies (e.g. Western Economic Diversification, Ministry of Community Services, Federation of Canadian Municipalities, etc.) for the range of projects and actions recommended in this plan.
- The District should consider the potential to establish a **Local Service Area** in Westbank Centre. This would enable the District to provide a local area service for, and levy a property value tax and/or a parcel tax to recover all or part of the costs of providing some of the amenities and services recommended by The Plan. For further information on Local Service Areas, please see Appendix E.
- **Funding Partnership with MOTI:** The District will continue to work with MOTI to develop a memorandum of understanding including funding partnerships related to the reconfiguration of the Highway 97 couplet through Westbank Centre and associated streetscape enhancements/improvements along Main Street and Dobbin Road as described and recommended in this plan.
- Careful consideration will be given to the use of **general municipal revenues** for specific, strategic public investments in the Westbank Centre.
- **Public Partnerships:** Strategic partnerships with neighbours, other levels of government, NGOs, community organizations and other stakeholders can support completion of cooperative projects.

- **Private-Public Partnerships:** P3s can ease pressure on local government spending, while ensuring a service is provided to the community. With property technical, financial, legal, marketing and development leadership and a clearly identified public need and viable private interest, P3s can be successful.
- **Community amenity contributions** should be considered at the time of re-zoning. However, as identified by the market and financial study that occurred as part of this planning process, the financial viability of development projects within Westbank Centre over the short to medium term is expected to be limited and as such, amenity contributions from these sources is expected to be relatively minimal.

9.5 Monitoring & Reporting

Successful implementation of this plan will be facilitated by ongoing monitoring and reporting on how well various aspects of the plan have been realized. Monitoring and reporting will help to alert the need for ‘mid course’ policy adjustments that arise from issues that are a result of, or are unforeseen by, the plan.

Monitoring and reporting may include but are not limited to the following:

- Ongoing status updates to Council as part of new development permit and re-zoning applications submitted;
- Every three to five years, the District will measure:
 - Increases in new residential/commercial units/floor space and downtown population;
 - Increases in new non-market and rental residential units in Westbank Centre;
 - Demographic and household characteristics including core housing need;
 - The provision and performance of public amenities in the downtown;
 - Transportation patterns and choices (‘modal split’) in Westbank Centre;
 - Parking volumes and impacts from new growth and development.

Successful implementation of the plan will also be contingent on continuing community engagement and dialogue. The District should maintain a dedicated page on its web site to inform the community on Westbank Centre initiatives and projects. This should include information on community festivals and events, capital projects, planning processes, active development applications and approvals processes. On-going dialogue and collaboration with the community and stakeholder groups on current and future initiatives will be undertaken, including on-going community events and liaising with advisory groups and the BIA as recommended by this Plan, to ensure its effectiveness.

Table 4. Westbank Centre Revitalization Plan - Implementation Summary

Priority Actions and Phasing

Type of Recommendation	Item/Action	Description	Time frame			Estimated Cost and potential funding source(s)	Department Lead
			Short term (2011-2015)	Medium term (2011-2020)	Long term (2011-2036)		
A. Bylaw Amendment	S1. Amend OCP	Amend land use map to reflect the recommendations of this plan	X			Staff time (underway)	Planning
	S2. Amend Zoning Bylaw	Review and revise heights, setbacks, uses, etc. Revise density to be calculated in FAR not units per hectare Consider cash-in-lieu for parking for mixed use developments	X			Staff time (underway)	Planning
	S3. Amend the Subdivision and Development Servicing Bylaw No. 704	To reflect Westbank Centre Design Guidelines and the recommendations in Ch. 6.0 and Ch 8.0	X			Staff time	Engineering
	S4. Amend Procedures Bylaw No.944	To develop clear criteria for minor versus major development permit requirements	X			Staff time (underway)	Planning
	S5. Establish a Revitalization Tax Exemption Program	Create a bylaw to establish a revitalization tax exemption program to create incentives for revitalization.	X			Staff time	Corporate Services/ Finance
	S6. Amend Sign Bylaw	To reflect Design Guidelines	X			Staff time	Planning
	M1. Amend Official Community Plan Bylaw	Establish a Development Permit Area with Design Guidelines, or supplement existing DP Area Guidelines		X		Staff time	Planning
B. Policy Development	S1. Develop a Community Amenity Contribution Policy	When developing the District wide CAC Policy, ensure the policy includes the community amenity recommendations highlighted in this Plan	X			Staff time (underway)	Planning
	S2. Develop an Art in Public Places Policy (including murals)	To identify locations and procurement of public art/ murals	X			Staff time	Recreation & Cultural Services
	S3. Develop a Sidewalk Café Policy	To encourage and enable sidewalk cafes and displays	X			Staff time	Planning
	S4. Develop a Street Tree Policy	To reflect the Westbank Centre Design Guidelines	X			Staff time	Planning/ Engineering
	M1. Review Market Study	To identify opportunities for and viability of density bonusing and amenity zoning policies as economy improves		X		\$50,000 • DWK Capital	Planning

Westbank Centre Revitalization Plan - Implementation Summary

Priority Actions and Phasing

Type of Recommendation	Item/Action	Description	Time frame			Estimated Cost and potential funding source(s)	Department Lead
			Short term (2011-2015)	Medium term (2011-2020)	Long term (2011-2036)		
C. Gateway Development	S1.Highway 97 Couplet Re-Alignment	Conduct a Transportation Impact Assessment (with MOTI)	X			Approx. \$150,000 to be negotiated with MOTI • DWK Capital • Snr. Gov't Funding/Grants	Engineering
		Undertake a Business Case Analysis of the proposed re-alignment and the transfer of Main Street to DWK authority (with MOTI)	X			To be negotiated with MOTI • DWK Capital • Snr. Gov't Funding/Grants	Multi-departmental Initiative
		Continue to partner with MOTI to develop an MoU regarding the removal of the couplet through Westbank Centre	X	X		To be negotiated with MOTI • DWK Capital • Snr. Gov't Funding/Grants	Engineering
		Implement the preferred concept	X	X	X	To be negotiated with MOTI • DWK Capital • DCCs • Parcel Tax • Infrastructure Coordination • Snr. Gov't Funding/Grants	Engineering
	S2.Wayfinding/Signage	Establish a Westbank Centre Wayfinding/Signage Program	X			\$12,000 • DWK Capital • Fundraising • Public Partnerships	Planning / Operations
		Install signage, pavement markings, surface textures and public art to highlight key destinations	X	X	X	To be defined by program • DWK Capital • Fundraising • Public Partnerships	Engineering / Operations
	S3.West Gateway (bounded by Hebert, Main and Dobbin)	Work with the property owners to develop a comprehensive redevelopment plan	X	X	X	Staff Time	Planning
	S4.East Gateway (bounded by Old Okanagan, Main and Dobbin)	Develop a comprehensive redevelopment plan	X			\$50,000 • DWK Capital	Planning
		M1. Implement East Gateway Improvements		X		TBD by plan • DWK Capital • Amenity Contributions • Infrastructure Coordination • Snr. Gov't Funding/Grants • P3	Multi-department Initiative

Westbank Centre Revitalization Plan - Implementation Summary

Priority Actions and Phasing

Type of Recommendation	Item/Action	Description	Time frame			Estimated Cost and potential funding source(s)*	Department Lead
			Short term (2011-2015)	Medium term (2011-2020)	Long term (2011-2036)		
D. Transportation Enhancements	S1.Undertake a Parking Study	Study to include: Existing and planned supply and demand Opportunities for expanding on-street parking supply and reducing off-street parking requirements and establish cash in lieu	X			\$20,000 • DWK Capital	Planning/ Engineering
	S2.Public Transit (Rapid Bus)	Key actions to include: Advocate for and support BC Transit in prioritizing construction of the RapidBus Service in Westbank Centre	X	X	X	To be negotiated with other jurisdictions (underway) • Public Partnerships • Federal / Prov. Grants	Planning/ Engineering
	S3.Collector Bicycle Routes	Develop collector bike lanes on Elliot Road and/or Brown Road	X			TBD • DWK Capital • DCCs • Amenity Contributions • Infrastructure Coordination • Snr. Gov't Funding • Fundraising • Public Partnerships	Planning/ Engineering
	S4.Street network Improvement Program	Analyze cost/benefit of and confirm proposed new streets or street extensions	X	X		\$50,000 • DWK Capital	Engineering
		Identify property acquisition/easement requirements	X	X		Staff time	Engineering
	S5.Establish the key connection from Ingram Road to Gellatly Road	Work with WFN to establish the proposed road connection from Ingram Road through to Gellatly Road	X	X	X	To be negotiated with WFN • Community Partnerships	Planning/ Engineering

Westbank Centre Revitalization Plan - Implementation Summary

Priority Actions and Phasing

Type of Recommendation	Item/Action	Description	Time frame			Estimated Cost and potential funding source(s)*	Department Lead
			Short term (2011-2015)	Medium term (2011-2020)	Long term (2011-2036)		
E. Streetscape Enhancements	Establish a multi-year Streetscape and Infrastructure Improvement Program for Westbank Centre	S1. Main Street detailed streetscape design	X			\$130,000 • DWK Capital	Engineering
		M1. Construct Main Street streetscape enhancements		X		\$1M** • DWK Capital • DCCs • Amenity Contributions • Parcel Tax • Infrastructure Coordination • Snr. Gov't Funding/ Grants • Public Partnerships	Engineering
		M2. Brown Road detailed streetscape design		X		\$50,000 • DWK Capital	Engineering
		M2. Construct Brown Road streetscape enhancements		X		\$750,000** • See Main Street Funding Sources	Engineering
		M3. Ingram Road detailed Streetscape design		X		\$50,000 • DWK Capital	Engineering
		M4. Construct Ingram Road streetscape enhancements		X		\$750,000** • See Main Street Funding Sources	Engineering
		M5. Old Okanagan Highway		X		\$750,000** • See Main Street Funding Sources	Engineering
		M6. Hebert, Butt and Paynter Roads		X		\$800,000** • See Main Street Funding Sources	Engineering

Westbank Centre Revitalization Plan - Implementation Summary

Priority Actions and Phasing

Type of Recommendation	Item/Action	Description	Time frame			Estimated Cost and potential funding source(s)	Department Lead
			Short term (2011-2015)	Medium term (2011-2020)	Long term (2011-2036)		
F. Park Enhancements - In concert with the Parks and Rec Master Plan (2011)	Westbank Community Park	S1. Consider renaming park to reduce confusion with Westbank Centre Community Park	X			Staff time	Planning/ Recreation
		M2. Redesign Park to include the additional facilities		X		Approximately \$44,000 for revised plan (see Parks and Rec Master Plan)	Planning/ Recreation/ Finance
		M2. Further develop Westbank Community Park		X		TBD by plans <ul style="list-style-type: none"> • DWK Capital • DCCs • Amenity Contributions • Snr. Gov't Funding • Fundraising • Public Partnerships 	Planning/ Engineering
		M2. Consult with WFN to determine if any opportunities exist to expand park space		X		To be negotiated with WFN	Planning
	S2. Signage	Add directional signage to all parks and trails to facilitate both vehicular and pedestrian traffic	X			\$75,000 <ul style="list-style-type: none"> • DWK Capital 	Planning / Rec / Operations
	S3. Neighbourhood Parks	Upgrade Play equipment at Springer Park	X			\$100,000 (funding in place)	Recreation/ Engineering
		Protect and enhance the unnamed natural park adjacent to Smith Creek	X	X	X	\$50,000 <ul style="list-style-type: none"> • DWK Capital • Amenity Contributions • Snr. Gov't Funding • Fundraising • Public Partnerships 	Planning/ Engineering
	S4. Adjacent Parks and Rec Opportunities	Develop trail between Westbank Centre and Glen Canyon Regional Park; provide signage	X	X		\$75,000 per km <ul style="list-style-type: none"> • DWK Capital • DCCs • Amenity Contributions • Snr. Gov't Funding • Fundraising • Public Partnerships 	Planning/ Engineering
		Further develop a pedestrian connection between Westbank Centre and Gellatly Bay; provide signage	X	X		TBD <ul style="list-style-type: none"> • DWK Capital • Parks Dedication/ Funds-in-Lieu • DCCs • Amenity Contributions • Snr. Gov't Funding • Fundraising • Public Partnerships 	Planning/ Engineering

Westbank Centre Revitalization Plan - Implementation Summary

Priority Actions and Phasing

Type of Recommendation	Item/Action	Description	Time frame			Estimated Cost and potential funding source(s)	Department Lead	
			Short term (2011-2015)	Medium term (2011-2020)	Long term (2011-2036)			
F. Park Enhancements - In concert with the Parks and Rec Master Plan (2011)	S5.Future Parks	Secure additional parkland and/or protection along Smith Creek to protect and enhance stream ecology	X	X	X	TBD <ul style="list-style-type: none"> • DWK Capital • Parks Dedication/ Funds-in-Lieu • DCCs • Amenity Contributions • Snr. Gov't Funding • Fundraising • Public Partnerships 	Planning	
	M1. Westbank Centre Community Park	Consider additional recreational facilities			X		Approximately \$50,000 (see Parks and Rec Master Plan)	Planning
		Complete pedestrian network linkages and signage		X	X		\$49,000 per kilometre of linkage <ul style="list-style-type: none"> • DWK Capital • DCCs • Amenity Contributions • Snr. Gov't Funding • Fundraising • Public Partnerships 	Planning/ Engineering
M3.Neighbourhood Parks	Develop Carate Park as neighbourhood park			X		\$50,000 <ul style="list-style-type: none"> • DWK Capital • DCCs • Amenity Contributions • Snr. Gov't Funding • Fundraising • Public Partnerships 	Recreation/ Engineering	
G. Establish Westbank Centre as a 'Destination'	S1.Encourage new residential apartment projects	Review and explore opportunities to reduce DCCs in Westbank Centre	X			Staff time + DCC Review	Planning	

Westbank Centre Revitalization Plan - Implementation Summary

Priority Actions and Phasing

Type of Recommendation	Item/Action	Description	Time frame			Estimated Cost and potential funding source(s)	Department Lead
			Short term (2011-2015)	Medium term (2011-2020)	Long term (2011-2036)		
G. Establish Westbank Centre as a 'Destination'	S2 & M1. Establish a Civic Centre within Westbank Centre	Key actions to include: Confirm a program and desired location characteristics to a new Civic Centre Develop a facility program and phasing plan Identify costs and establish a capital budget Identify funding sources Conduct a site selection analysis and develop a land acquisition strategy	X	X		TBD • DWK Capital • Amenity Contributions • Parcel Tax • Snr. Gov't Funding • Fundraising • Public Partnerships • P3 • Dedication/ Land Transfer	Multi-Departmental Initiative
		Develop preliminary design of buildings and associated Civic Plaza		X	X	TBD • DWK Capital • P3	Multi-Departmental Initiative
	S3. Establish a Business Improvement Area	Encourage business owners to establish a BIA and Association for Westbank Centre	X			Staff time	Business Development Office
	S4. Consider establishing a Local Service Area	To recover all or part of the costs of providing some of the amenities and services recommended by The Plan.	X			Staff time	Engineering Planning
	S5. Build Community Plazas	Work with Westbank Centre Lions to establish a partnership to develop a community plaza in front of the Westbank Centre Lions Hall	X			Staff time	Multi-Departmental Initiative
		In concert with other partners, work with the property owner to establish a community plaza/gathering place on the SE corner of Elliot and Main Street	X	X		TBD - as per negotiation • DWK Capital • DCCs • Amenity Contributions • Parcel Tax • Snr. Gov't Funding • Fundraising • Public Partnerships	Planning
	S6. Consider enforcement of unsightly premises	Consider enforcement of unsightly premises within the Westbank Centre area, with priority on Main Street	X	X	X	Staff time	Building
	M1. Establish a Civic Centre within Westbank Centre	Develop preliminary design of buildings and associated Civic Plaza infrastructure in accordance with approved program		X		Staff time	Planning
	M2. Events/Festivals	Encourage the advancement of Westbank Centre Events/Festival Strategy		X		Staff time	Multi-Departmental Initiative

Westbank Centre Revitalization Plan - Implementation Summary

Priority Actions and Phasing

Type of Recommendation	Item/Action	Description	Time frame			Estimated Cost and potential funding source(s)	Department Lead
			Short term (2011-2015)	Medium term (2011-2020)	Long term (2011-2036)		
H. Agriculture	S1. Urban/ Agricultural Interface Strategy	Work with RDCO's Agricultural Support Officer and local agricultural groups to expand the Farmer's Market and implement the Urban/Agricultural Interface Strategy	X	X	X	Staff time	Planning
		Establish new community garden space within the Westbank Centre	X	X	X	Staff time	Planning/ Recreation
I. Communication	S1. Communicate the Vision for Westbank Centre	Work with the Chamber, Commercial Realtors and landowners to communicate the vision for Westbank Centre	X	X	X	Staff time	Business Development Office/ Planning
	S2. The District should maintain a dedicated page on its website	In order to inform the community on Westbank Centre initiatives and projects	X	X	X	Staff time	Planning

Note: As discussed in section 9.4, funding will be secured through a variety of mechanisms including: grants, voluntary amenity contributions, general revenues, etc.

** Based on 2011 costing - by average block length.

