

## MEMORANDUM

---

**Date:** June 6, 2007  
**File No.:** 0540-20  
**To:** City Manager  
**From:** Rutland Town Centre Strategy Task Force  
**Subject:** Rutland Task Force - Year End Report

Report Prepared by: Councillor Brian Given and Gary Stephen, Planner

---

### **RECOMMENDATION:**

THAT Council receive the year-end report of the Rutland Town Centre Strategy Task Force dated May 18, 2007;

AND THAT the City consider the negotiation of a Memorandum of Understanding with the Ministry of Transportation regarding City control over development approvals with respect to parking requirements and traffic signal / pedestrian signal timing, while recognizing on-going Ministry control over access management;

AND THAT the City continue to support, in principle, the creation of a Business Improvement Area for Rutland;

AND THAT the City consider civic investment in a cultural facility with the Rutland Town Centre to support music, theatre, and community meetings / gatherings, possibly as an augmentation to the Rutland Centennial Hall;

AND THAT the City pursue the development of the Rutland Transit Exchange as a priority, without the interim step of on-road transit exchange;

AND THAT the City pursue updated pedestrian signals across Highway 33 to increase visibility and the time allocated for pedestrians;

AND THAT the City provide increased landscaping, streetscaping, benches and rest areas, to improve pedestrian linkages through and around the Rutland Town Centre, including Highway 33 within the Town Centre;

AND THAT the City consider changes to the Rutland Lions Park to increase visibility and create more open space toward enlivening the park through potential programmed events and activities;

AND THAT the City pursue the creation of urban park / urban plaza space within the Rutland Town Centre that could focus on Centennial Park, Roxby Road and Gray Road areas;

AND THAT these recommendations be forwarded to the appropriate City departments for review with respect to potential budget impacts / financial implications and potential inclusion in the 2008 budget;

AND FURTHER THAT the Rutland Town Centre Strategy Task Force be continued for an additional year ending May 1, 2008.

**BACKGROUND:**

At the inaugural meeting of Council in December 2005 Mayor Shepherd announced the creation of a number of new Committees and Task Forces including the Rutland Town Centre Strategy Task Force. Following a recruitment process that placed advertising in local newspapers, letters to a random sample of households in the core of Rutland and review of applications previously submitted for other committees a list of names was put forward for Council consideration. At the Council meeting of May 1, 2006 Council endorsed the Terms of Reference for the Rutland Town Centre Strategy Task Force, appointed Councillor Given as the committee chair and Councillor Hobson as the vice-chair and the following individuals as Task Force members:

Joan Eichberger  
David Porteous  
Lara Ramsay  
Jennifer Warawa  
Stafford McKergow

Wayne Horning  
Allison Wood  
Todd Sanderson  
Dave Willoughby

Shortly after the first meeting Mr. McKergow advised that he would not be able to continue as a committee member and the committee continued with only eight (8) members plus two Councillors.

Originally the term for the committee was to have expired on December 31, 2006 but the term was extended to May 1, 2007 in order to provide a full year for Task Force activities. Due to unforeseen circumstances the Task Force was not operational for several months in late 2006 / early 2007. Therefore an extension for an additional 3 months beyond the May 1, 2007 deadline was approved by Council in order to allow the Task Force to wrap up and bring forward the year end recommendations.

The terms of reference included specific priorities for the committee to consider in the general topic areas of redevelopment, pedestrian-friendliness and accessibility and urban design. That list is outlined in Attachment 1.

In order to cast a wider net in terms of public involvement the Task Force was divided up into small groups under each of the 3 priority areas and augmented with other interested volunteers from the community.

Redevelopment:

Committee Members: Wayne Horning, Todd Sanderson, Jennifer Warawa, Dave Willoughby  
Community Volunteers: Wendy Nelson, Mary Ann Graham

Pedestrian-Friendliness and Accessibility:

Committee Members: David Porteous  
Community Volunteers: Geoff Gwynne, Brad Dunlop

Urban Design:

Committee Members: Joan Eichberger, Lara Ramsay, Allison Wood  
Community Volunteers: Tom Graham, John Vielvoye

The Task Force also undertook the creation of a website in order to solicit community input through an on-line survey. That survey was available on-line from October 27, 2006 to March 2, 2007 and during that time there were 559 completed responses. The most significant of those responses (76 - 80%) related to the perception on barriers to business and development being the Rutland image or reputation. The recommendations for a new cultural facility, increased landscaping / streetscaping, park improvements and urban plaza development are intended to partially address the reputation / image issue. A summary of those survey responses is provided in Attachment 2.

In addition, the Task Force received a presentation from the Transportation Manager regarding the proposed Bus Rapid Transit system toward providing recommendations to assist with a funding request to senior governments. The Task Force made specific recommendations with respect to the construction and timing of the Rutland transit exchange, the most critical of which included the need to construct the exchange as soon as possible rather than implementing a temporary arrangement for an on-road transit exchange on Hwy 33 / Rutland Road. The Task Force also focused on the need to include a permanent structure and potential City facilitated additional development in the area to support the transit exchange. The Task Force recommendations regarding the Rutland Transit Exchange are included as Attachment 3.

There are a number of other issues outlined in the Terms of Reference that the Task Force was not able to consider within the limited time and the recommendation that the Task Force continue is intended to allow consideration of those issues and to participate in implementation and monitoring of the on-going improvements to the Rutland Town Centre.

**INTERNAL CIRCULATION TO:**

City Clerk  
Manager - Policy, Research and Strategic Planning  
Financial Planning Manager  
Transportation Manager  
Parks Manager  
Cultural Services Manager

**LEGAL / STATUTORY AUTHORITY:**

The Rutland Town Centre Strategy Task Force is a statutory committee of Council that was established for a term of 1 year. Statutory committees established by Council have a formal advisory role. Minutes of Task Force meetings are posted to the City website under City Hall / Council / Committees / Statutory Committees.

**LEGAL / STATUTORY PROCEDURAL REQUIREMENTS:**

The Rutland Town Centre Strategy Task Force is intended to recommend actions to increase safety, accessibility and pedestrian-friendliness and to enhance the urban environment in the core of Rutland. The Task Force was to provide input to Council on the types of initiatives that should be pursued and provide advice on the prioritization / timing of these initiatives. The Task Force should also recommend how initiatives can be funded. The focus was to be on projects that would be funded in 2007 and beyond.

This report and recommendations from the Rutland Town Centre Strategy Task Force fulfills the procedural requirement to report back to Council on Task Force activities and recommendations for potential action by the City in support of the Rutland Town Centre.

## EXISTING POLICY:

Within the Strategic Plan Goals and Objectives there are a number of Action Items that support the Task Force recommendations:

- Action 2.1.2** Develop and expand partnerships with external agencies that promote business opportunities and investments in Kelowna.
- Action 2.2.1** Provide recreational, sport and cultural facilities and outdoor areas that accommodate small and large scale tourism events and festivals.
- Action 3.2.11** Develop an Arts and Culture Strategy that identifies ways to provide cultural services that are responsive to the needs of residents and visitors.
- Action 3.5.6** Develop policies and incentives to revitalize public and private properties within Urban Centres.
- Action 3.5.7** Implement and evaluate the effectiveness of city wide and Urban Centre standards for lighting, signage, pedestrian crosswalks and crossing opportunities to ensure the safety of pedestrians and accessibility for all residents.
- Action 3.6.2** Develop park and open space areas to ensure they meet the needs of a growing population and of changing demographics.

There are also Official Community Plan (OCP) policies that support the Task Force recommendations:

- 6.1.3 **Civic Improvements.** Invest civic capital in the Urban Centres as a priority (e.g. sidewalks, bike lanes, parks, and other infrastructure investments);
- 6.1.4 **Parks.** Provide, within the City, Highway and Town Centres, parks and open spaces for public enjoyment;
- 6.1.6 **Park Amenities.** Provide park amenities within Urban Centres, which encourage casual social interaction for a broad cross-section of the population (for example, playground equipment for the young, chessboard tables, etc.);
- 6.1.8 **Tree Planting.** Attach priority to planting street trees within Urban Centre areas where there are currently few trees and where pedestrian activity is high or is planned to be high;
- 6.1.10 **Transit Service.** Encourage frequent and convenient bus service between Urban Centres and surrounding urbanized, central areas, as well as institutional and community services . . . ;
- 6.1.14 **Signal Length / Wait Time.** Time traffic signals in a manner that gives people preference over cars. Signal lengths should be set to permit less mobile pedestrians to cross with ease;
- 6.1.15 **Pathway Configurations.** Create, within Urban Centres, pathways (using, for example, linear parks, parks, plazas or sidewalks) which form an easily walkable continuous loop;
- 6.1.23 **BIA Formation.** Promote the formation of Business Improvement Associations (BIA's) within the commercial cores of the Urban Centres;
- 15.1.1 **Arts and Cultural Investments.** Continue investing in arts and cultural facilities and organizations which are serving the realization of Kelowna's cultural vision.

In addition, there are numerous policies in the OCP Transportation Chapter that focus on pedestrian accessibility and transit related improvements.

**FINANCIAL / BUDGETARY CONSIDERATIONS:**

There will be a financial / budgetary component to the implementation of some of these recommendations that the Task Force did not have the opportunity to explore. Therefore it is suggested that the recommendations be forwarded to various departments to review and provide potential implementation costs for consideration in the 2008 budget.

**PERSONNEL IMPLICATIONS:**

Continuing the role of the Task Force for an additional year would extend the need for a Recording Secretary and staff liaison from the Policy Planning section of Planning and Development Services.

Considerations not applicable to this report:

**TECHNICAL REQUIREMENTS:**

**EXTERNAL AGENCY / PUBLIC COMMENTS:**

**ALTERNATE RECOMMENDATION:**

Submitted by:

---

Councillor Brian Given, Chair  
Rutland Town Centre Strategy Task Force

---

Gary Stephen, Staff Liaison  
Rutland Town Centre Strategy Task Force

BG / GLS / gls

Attach:

Cc: City Clerk  
Manager - Policy, Research and Strategic Planning  
Financial Planning Manager  
Transportation Manager  
Parks Manager  
Cultural Services Manager

## **Attachment 1**

### **Rutland Town Centre Strategy Task Force – Priority Issues**

#### **Redevelopment**

- Identify barriers to redevelopment and recommend ways to overcome obstacles.
- Advise on the potential for the City to be involved in land assembly to encourage redevelopment.
- Instigate dialogue with the Ministry of Transportation re: parking requirements in Rutland.
- Foster community dialogue regarding formation of a BIA.
- Advise on the potential of Rutland to respond to the opportunities offered by the expansion of UBCO.

#### **Pedestrian-Friendliness and Accessibility**

- Determine whether there is a need to strengthen pedestrian connections.
- Identify potential points of conflict between pedestrian and vehicular mobility objectives.

#### **Urban Design**

- Identify potential locations for “town squares”.
- Determine whether a program is needed to give recognition to property owners building new projects or undertaking façade improvements/renovations that enhance the urban environment.
- Identify short-term actions to “beautify” Rutland.

#### **Other Issues**

- Identify changes required to foster child-friendly design.
- Explore potential for encouraging placement of public art within the Rutland Urban Centre.
- Pursue information on the potential for landscaping medians along Highway 33.
- Develop a strategy for adding entrance-way signage for the Rutland Urban Centre.
- Explore means to capitalize on new information technologies.
- Recommend ways to create a safe and user-friendly transit mall.
- Explore potential for enhanced use of Rutland Lions Parks.

## Attachment 2

### Summary of Task Force On-line Survey Responses (October 2006 – March 2007)

Of the 559 responses:

74% live in Rutland and 40% work in Rutland;

7% were developers, 19% were business owners, 14% were landlords, 66% were homeowners;

#### Perception on barriers to business:

Reputation / Image	79.6%
Curb appeal	61.7%
Lack of services	40.8%
Parking	30.4%
Availability of appropriate space	24.2%
Accessibility / Transit	17.9%
Other	10.7%

#### Perception on barriers to development:

Reputation / Image	75.8%
Min. of Transportation Regs.	26.5%
City Bylaws / Regulations	24.5%
Parking	21.6%
Other	10.4%

#### Type of services lacking / missing:

Restaurants / hospitality	65.7%
Retail	65.1%
Sidewalks	54.4%
Professional services	31.1%
Public transit	22.9%
Medical / health services	20.9%
Sports / youth services	18.1%
Other	11.4%

#### Possible "Town Square" locations:

Centennial Park	38.6%
Gray Road	19.3%
Roxby Road	17.5%
Aurora Court	13.2%
Froelich Road	8.6%
Other	10.7%

#### Incentives for business owners to improve exterior of buildings:

Free advertising	54.7%
Plaques / awards	34.0%
Other	30.2%

#### Short term actions to beautify Rutland:

More trees / benches	80.5%
More flowers	62.8%
Welcome signs	39.2%
Other	28.4%

#### Perception of safety in Rutland:

Feel safe	68.3%
Do not feel safe	31.7%

#### Age groups of respondents:

Under 18 years	4.0%
Between 18 and 24 years	3.1%
Between 25 and 35 years	16.9%
Between 36 and 50 years	40.6%
Between 50 and 65 years	29.5%
Over 65 years	5.8%

### **Attachment 3**

#### **Task Force Recommendations Regarding the Rutland Transit Exchange**

- No temporary stop (for example – Highway 33 and Rutland Road). We would like to see a permanent stop (the one planned for the Shepherd Road turnaround) right from day one.
- We would like to see a transit station with some structure, similar or comparable to the Queensway station.
- We would like to see a permanent structure at the station with the opportunity for a business or restaurant to open above the station, providing life and activity to the station and surrounding area.
- We would like to see the City of Kelowna becoming a broker for additional development at the stop (for example – library, policing station, satellite office for City Hall, etc.).
- We would like to see the transit station and surrounding area to have wireless internet available to promote student and business commuters to utilize this station and the transit system in general.
- We think it may be a good idea to have some kind of an office support centre upstairs from the transit station itself to support students and business commuters, such as Kinkos, Post Net, etc.
- It may be a good idea to have a “bar type” area with stools and plug ins so people can plug their laptops in and work while waiting for transit.
- It may be a good idea to enclose the underneath area of the transit (at least partially) to help protect commuters from “the elements”.
- We would like to see technology implemented into this transit station (such as GPS) to show commuters where their bus is and whether it is on time, late, etc. Similar idea to the Kelowna International Airport screens showing arrivals and departures.
- We believe the landscaping and lighting is very important and is key to how people will feel about using the station (plays an important role in whether commuters feel safe, whether the station feels “professional” to invite a business commuter, etc.).
- We would like to encourage landscaping and surroundings that deter skateboarders.
- We see this as an area that could be used to showcase public art, including the art from local high schools.