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City of Kelowna

**MEMORANDUM**

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**DATE:** December 10, 2007  
**FILE:** 0920-20-004  
**TO:** City Manager  
**FROM:** Manager, Community Development & Real Estate  
**SUBJECT:** **Survey Results – DOWNTOWN REVITALIZATION**  
**REPORT PREPARED BY:** DOUG GILCHRIST, RI(BC), PMP

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**RECOMMENDATION:**

**THAT** Council receive for information the results from the survey used to solicit public input on the proposed Comprehensive Development Zone for a portion of the City of Kelowna's downtown.

**BACKGROUND:**

The area of Kelowna's downtown bordered by Harvey, Abbott, Water and Queensway Streets which, in part, is identified in the Revitalization Tax Exemption Bylaw #9561 (the "Revitalization Area") has long been looked at by the City as being in need of redevelopment. Despite the prime location and arguably some of the City's most valuable real estate there are a number of buildings that sit vacant and parcels that remain underdeveloped. This is a situation we see getting worse rather than better despite the strength of the economy, pace of development in the community and numerous attempts at creating incentives for redevelopment of the area.

As such Council passed the following resolution in August 2007:

***THAT** staff be instructed to prepare the necessary zoning and related bylaws and accompanying policies and agreements, in order to implement a comprehensive development plan within the four (4) city blocks bounded on the north by Queensway Avenue and on the south by Harvey Avenue on the east by Water Street and on the west by Abbott Street;*

***AND THAT** the said plan be constructed so as to meet the key principles for downtown redevelopment as outlined in the report from the Director of Corporate Services dated August 15, 2007 and supported by the Spaxman Report of June 2007 on the Downtown Plan;*

***AND THAT** the said bylaws, policies and agreements, as applicable, define and specify all required development regulations, including but not limited to the footprint, form, character, height, density and use, and all amenities and servicing requirements for all future development within the zone;*



***AND FURTHER THAT** the said bylaws, policies and agreements be developed and implemented to ensure equal sharing of both development rights and cost, including provision of amenities, amongst all property owners, including the City of Kelowna, within the zone.*

In keeping with Council's direction as noted above Staff have been taking the steps necessary to bring forward a Comprehensive Development (CD) Zone bylaw for Council's consideration. One of these steps includes extensive public consultation (public open houses, interest group workshops, an on-line survey, and direct staff meetings with the public and land owners).

The focus of this report is to advise Council of the outcome of the on-line survey (summary of results attached as schedule 'A' to this report). On September 7, 2007 the City made available to the public a non-statistically valid/unscientific survey of ten questions (some with subgroups) aimed at gauging the form of redevelopment of the subject area that would be acceptable to the Citizens of Kelowna (survey attached as schedule 'B' to this report). While the bulk of the survey results received were completed on-line the survey was also made available to the public at City Hall and at two public open houses in hard copy.

There were 1219 respondents to the survey during the nine week period that represented all geographic sectors of our community and a wide spectrum of age categories. This level of response is comparative to what is typically received for the City's Citizen Survey.

Some of the results that are worthy of highlighting for Council are summarized below:

Question #3 – 53.1% of the respondents responded that they could see themselves or may see themselves moving into a redeveloped downtown core within the next ten years.

Question #4 – Over 65% of the respondents rated the level of importance of upgraded street appearance, green space and public plazas as important or very important as related to redevelopment of the subject area.

Question #5 – 47.9% of the respondents acknowledged building heights of between 14 and 30+ stories as being appropriate as opposed to 46.8% of the respondents identifying buildings of less than 14 stories as appropriate.

Question #7 – 75.4% of the respondents advised that they would not like to be involved in providing further input on this redevelopment.

Generally speaking staff interprets the survey results as a positive indicator of support for the proposed CD Zone as a catalyst to redevelopment of the subject area in our downtown. Specific comments re: areas of concern will be highlighted for Council in the near future as noted below.

In addition to the survey results presented in this report there will be a further release of the summary of comments received; both as part of the survey submissions and as provided to

Staff and Council independent of the survey. This information is currently being compiled and will be presented to Council and made available to the public in early January 2008.

**INTERNAL CIRCULATION TO:**

- Communications Department
- Clerks Department
- Policy/Research/Strategic Planning
- Current Planning Department

Considerations that were not applicable to this report:

**EXISTING POLICY:**

**LEGAL/STATUTORY AUTHORITY:**

**LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:**

**FINANCIAL/BUDGETARY CONSIDERATIONS:**

**PERSONNEL IMPLICATIONS:**

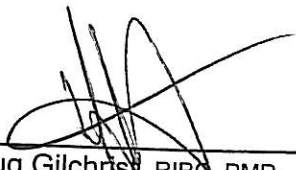
**TECHNICAL REQUIREMENTS:**

**EXTERNAL AGENCY/PUBLIC COMMENTS:**

**COMMUNICATIONS CONSIDERATIONS:**

**ALTERNATE RECOMMENDATION:**

The Community Development & Real Estate Department submits this information for Council's information only. No recommendation is being requested at this time.



Doug Gilchrist, RIBC, PMP  
Manager Community Development & Real Estate

DG/ab



Approved for Inclusion:

*John Vos, Director of Corporate Services*

cc: Communications Manager  
Director of Planning & Development Services

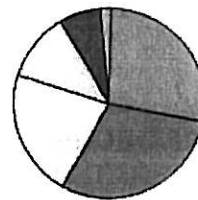
Schedule 'A'

## Summary of Downtown Redevelopment Survey Results

### 1. How often do you currently come downtown?

	Number	Percent
Daily	337	27.6
Few times/week	368	30.2
Weekly	262	21.5
Monthly	142	11.6
A few times per year	88	7.2
Never or no response	22	1.8
<b>Total</b>	<b>1219</b>	<b>100.0</b>

How often do you currently come downtown?

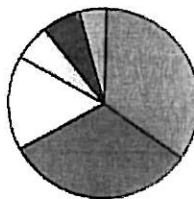


☒ Daily  
☒ Few times/week  
☐ Weekly  
☐ Monthly  
☐ A few times per year  
☐ Never or no response

### 2. If the downtown core were redeveloped with a mix of specialty stores/services, high density residential apartment units, townhouses, and the streets became safer and more pedestrian friendly, how often do you think you would come downtown?

	Number	Percent
Daily	420	34.5
Few times/week	392	32.2
Weekly	198	16.2
Monthly	75	6.2
A few times per year	79	6.5
Never or no response	55	4.5
<b>Total</b>	<b>1219</b>	<b>100.0</b>

If the downtown core were redeveloped....how often would you come downtown?

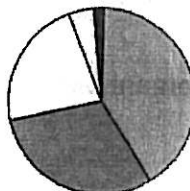


☒ Daily  
☒ Few times/week  
☐ Weekly  
☐ Monthly  
☐ A few times per year  
☐ Never or no

### 3. Could you see yourself moving into a redeveloped downtown core within the next ten years?

	Number	Percent
No	498	40.9
Yes	372	30.5
Maybe	276	22.6
Don't Know	53	4.3
no response	20	1.6
	721	59.1
<b>Total</b>	<b>1219</b>	<b>100.0</b>

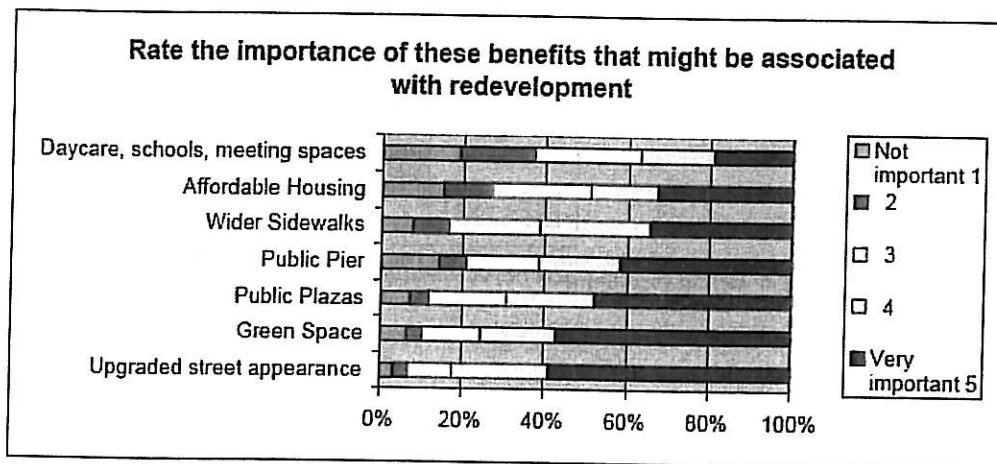
Could you see yourself moving into a redeveloped downtown core within the next ten years?



☐ No  
☒ Yes  
☐ Maybe  
☐ Don't Know  
☐ no response

4. Rate the importance of these benefits that might be associated with redevelopment.

* Responses by percentage	Not important	1	2	3	4	Very important	5
Upgraded street appearance	3.2	3.6	10.4	22.8	57.2		
Green Space	6.4	3.6	14.1	17.9	56		
Public Plazas	7	4.4	18.3	20.5	46.3		
Public Pier	13.6	6.7	17	18.9	40.5		
Wider Sidewalks	7.4	8.6	21.3	25.9	33.3		
Affordable Housing	14.6	11.9	23.1	16.1	31.9		
Daycare, schools, meeting spaces	18.3	17.4	24.9	17.1	18.4		

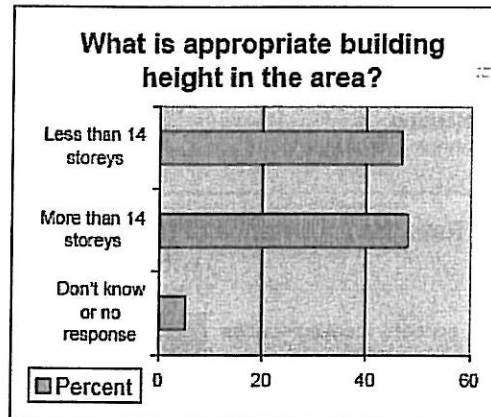


Responses by number	Not Important	1	2	3	4	Very Important	5	No Response	Total
4a. public plazas									
number	85	54	223	250	564	43			1219
4b. "green" park space (beyond what exists today)									
number	78	44	172	218	683	24			1219
4c. upgrading street appearance (trees, benches, pedestrian lights etc.)									
number	39	44	127	278	697	34			1219
4d. widened sidewalks									
number	90	105	260	316	406	42			1219
4e. public pier									
number	166	82	207	230	494	40			1219
4f. affordable housing									
number	178	145	281	196	389	30			1219
4g. daycare/schools/meeting spaces									
number	223	212	303	208	224	49			1219

4h responses - see Appendix A

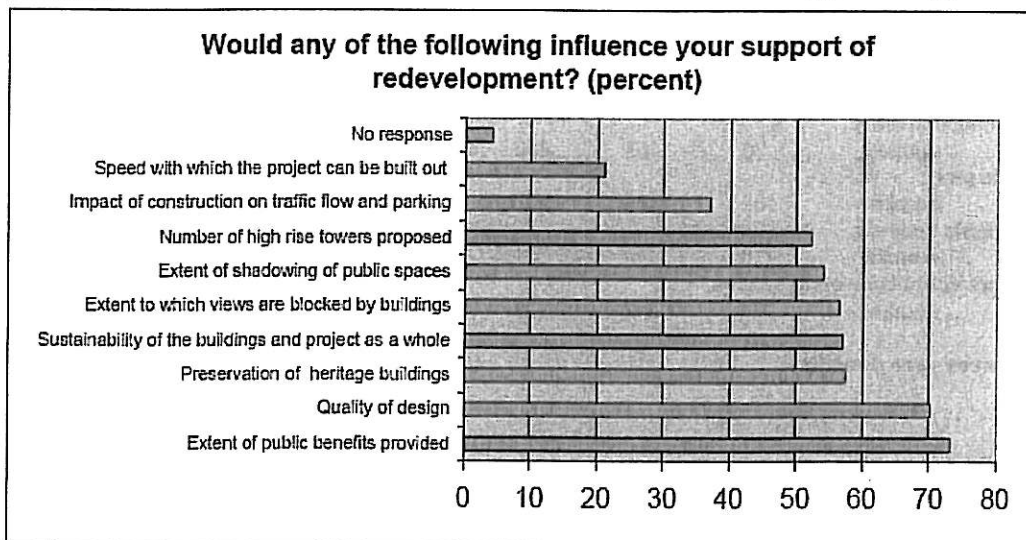
5. What do you feel would be appropriate in terms of building height in the area? (Current zoning provides for a maximum of 14 storeys; the Lagoons tower next to Waterfront Park is 17 storeys and the Sunset Waterfront Resort tower is 21 storeys).

	Number	Percent
Don't know or no response	65	5.3
26-30 storeys	95	7.8
30+ storeys	123	10.1
20-25 storeys	156	12.8
14-19 storeys	210	17.2
Less than 14 storeys	570	46.8
	1219	100



6. Would any of the following influence your support of redevelopment?(check all that apply)

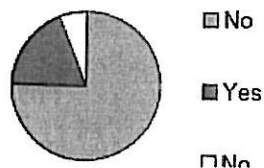
	Percent	Number
Extent of public benefits provided	73.1	892
Quality of design	70.2	856
Preservation of heritage buildings	57.5	701
Sustainability of the buildings and project as a whole	57.0	696
Extent to which views are blocked by buildings	56.5	689
Extent of shadowing of public spaces	54.1	660
Number of high rise towers proposed	52.1	636
Impact of construction on traffic flow and parking	37.0	452
Speed with which the project can be built out	21.1	257
No response	4.2	51



7. Would you like to be further involved in providing input on this redevelopment?

	Number	Percent
No	919	75.4
Yes	230	18.9
No response	70	5.7
Total	1219	100.0

Would you like to be further involved in providing input on this development?



If "Yes", how?(Check all that apply)

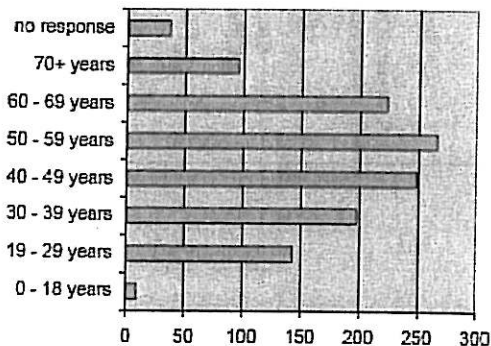
	Number	Percent
By providing input at the APC Meeting	243	19.9
By providing input at Council's Public Hearing	225	18.4
By responding to more surveys	797	65.3
By attending an Open House	615	50.4
By other means	86	7.0
No response	279	22.9

8. Responses - see Appendix B

9. Please indicate your age:

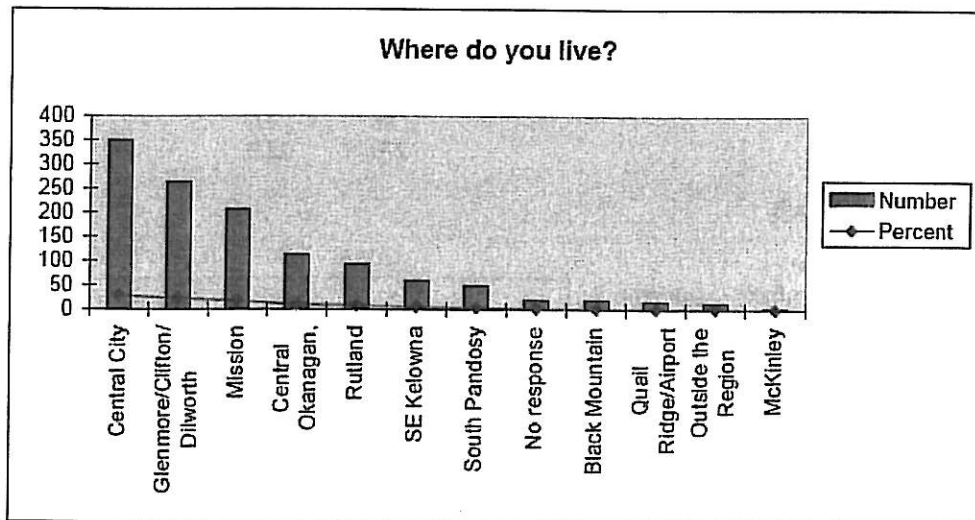
	number	percent
0 - 18 years	9	0.7
19 - 29 years	143	11.7
30 - 39 years	198	16.2
40 - 49 years	249	20.4
50 - 59 years	266	21.8
60 - 69 years	223	18.3
70+ years	95	7.8
no response	36	3.0
	1219	100.0

Please indicate your age



10. Where do you live?

	Number	Percent
Central City	350	28.7
Glenmore/Clifton/ Dilworth	264	21.7
Mission	207	17.0
Central Okanagan, outside Kelowna	115	9.4
Rutland	93	7.6
SE Kelowna	61	5.0
South Pandosy	49	4.0
No response	22	1.8
Black Mountain	20	1.6
Quail Ridge/Airport	18	1.5
Outside the Region	15	1.2
McKinley	5	0.4
<b>Total</b>	<b>1219</b>	<b>100.0</b>





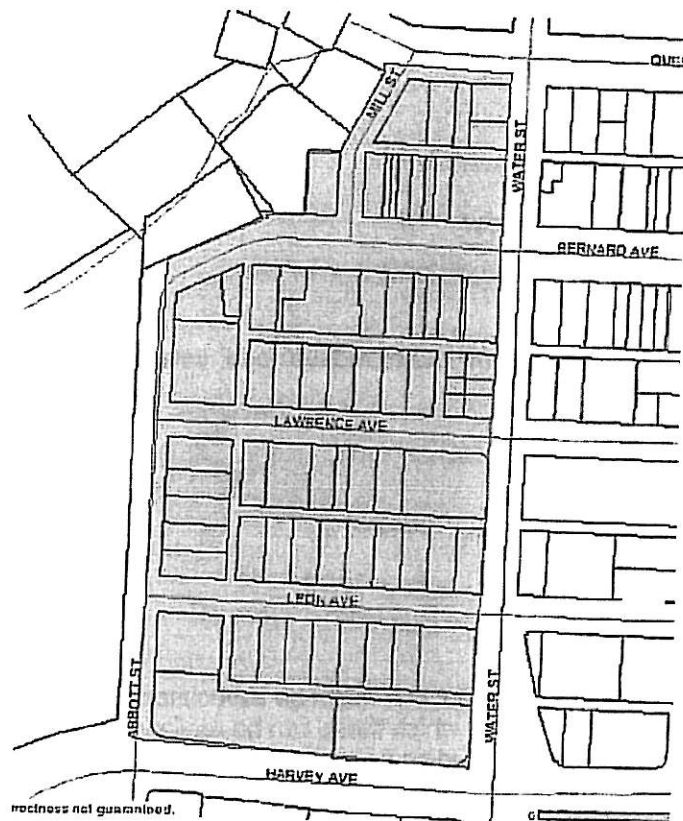
## Schedule 'B'



# Downtown Redevelopment Survey

In response to Council direction, the City of Kelowna is proceeding with the development of a comprehensive plan for the heart of Kelowna's downtown. It is expected that this process will take three months and result in a redevelopment plan of the City's downtown core that is representative of the interests of all Kelowna residents.

(Area of Redevelopment opportunity - bordered by Highway 97, Queensway Ave., Abbott St., and Water St.)



As part of this process The City of Kelowna welcomes your thoughts, concerns and ideas about the proposed redevelopment.

1. How often do you currently come downtown?

- ☐ 1 Daily
- ☐ 2 Few times/week
- ☐ 3 Weekly
- ☐ 4 Monthly
- ☐ 5 A few times per year
- ☐ 6 Never

2. If the downtown core were redeveloped with a mix of specialty stores/services, high density residential apartment units, townhouses, and the streets became safer and more pedestrian friendly, how often do you think you would come downtown?

- ☐ 1 Daily
- ☐ 2 Few times/week
- ☐ 3 Weekly
- ☐ 4 Monthly
- ☐ 5 A few times per year
- ☐ 7 Never

3. Could you see yourself moving into a "redeveloped" downtown core within the next ten years?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 3 Maybe
- ☐ 4 Don't Know

4. The following is a list of 'benefits' that might be associated with redevelopment. The extent to which these can be realized will be partially dependent on the density (including height) of development that is approved. How important is it to YOU that the following be achieved as part of the downtown redevelopment?

4a. public plazas

1 ☐ Important

2 ☐ Not Important

4b. "green" park space (beyond what exists today)

1 ☐ Important

2 ☐ Not Important

4c. upgrading street appearance (more trees, benches, pedestrian lights etc.)

1 ☐ Important

2 ☐ Not Important

4d. widened sidewalks

1 ☐ Important

2 ☐ Not Important

4e. public pier

1 ☐ Important

2 ☐ Not Important

4f. affordable housing

1 ☐ Important

2 ☐ Not Important

4g. daycare/schools/meeting spaces

1 ☐ Important

2 ☐ Not Important

- 4h. Are there other 'benefits' you would want to see provided as a result of redevelopment? If so, please specify:

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5. What do you feel would be appropriate in terms of height of buildings in the area (the current zoning provides for a maximum of 14 storeys, the Lagoons tower next to Waterfront Park is 17 storeys and the Discovery Point tower is 21 storeys).

- ☐ 1 Less than 14 storeys
- ☐ 2 14-19 storeys
- ☐ 3 20-25 storeys
- ☐ 4 26-30 storeys
- ☐ 5 30+ storeys
- ☐ 6 Don't Know

6. Would any of the following influence your support of redevelopment? (check as many as apply)

- ☐ 1 'sustainability' of the buildings and project as a whole (low energy use, high use of alternative transportation, etc.)
- ☐ 2 number of high rise towers proposed
- ☐ 3 extent of public benefits provided
- ☐ 4 speed with which the project can be built out
- ☐ 5 extent to which views are blocked by buildings
- ☐ 6 quality of design
- ☐ 7 extent of shadowing of public spaces
- ☐ 8 impact of construction on traffic flow and parking

7. Would you like to be further involved in providing Input on this redevelopment?

1 ☐ No

2 ☐ Yes (If yes, please answer questions below – check as many as apply)

a. ☐ by providing input at the Advisory Planning Commission Meeting

b. ☐ by providing input at Council's Public Hearing

c. ☐ by responding to more surveys

d. ☐ by attending an "Open House"

e. ☐ by other means (please specify): \_\_\_\_\_

\_\_\_\_\_

8. Do you have any specific thoughts about this project that you'd like to share with us?

\_\_\_\_\_  
\_\_\_\_\_

9. Please indicate your age:

1 ☐ 0-18 years

2 ☐ 19-29 years

3 ☐ 30-39 years

4 ☐ 40-49 years

5 ☐ 50-59 years

6 ☐ 60-69 years

7 ☐ 70+ years

10. Where do you live?

- 1 ☐ Central City
- 2 ☐ Rutland
- 3 ☐ Mission
- 4 ☐ Glenmore/Clifton/Dilworth
- 5 ☐ SE Kelowna
- 6 ☐ Black Mountain
- 7 ☐ Quail Ridge/Airport
- 8 ☐ South Pandosy
- 9 ☐ McKinley
- 10 ☐ In the Central Okanagan, but outside Kelowna
- 11 ☐ Outside the Region

Thank you for completing this survey. Please submit your completed return to the Community Development and Real Estate Division at City Hall by September 28, 2007.

Address: 1435 Water St.  
Kelowna BC  
V1Y 1J4  
Fax: 250-862-3312  
Email: ??