
MEMORANDUM

Date: June 18, 2008
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 Specialist

RECOMMENDATION:

THAT Council receive the year-end report of the Rutland Town Centre Strategy Task Force dated June 11, 2008;

AND THAT further discussion of land assembly potential be referred to Community Development and Real Estate for discussion with staff working on the Rutland Transit Exchange and the Rutland Town Centre Parks Plan;

AND THAT opportunities in Rutland related to the expansion of UBCO be referred to Policy, Research and Strategic Planning staff for further discussion with UBCO and consideration as part of the OCP Review;

AND THAT Council send a letter to the Ministry of Transportation asking for improved connections across Highway 33 (increased visibility and the time allocated for pedestrians) within the Rutland core and to consider turning over administration of the portion of Highway 33 within the Rutland Town Centre to the City;

AND THAT the implementation of a Recognition Program for property owners building new projects or undertaking façade improvements/renovations that enhance the urban environment be referred to the Uptown Rutland Business Association for their consideration;

AND THAT the issue of identifying changes required to foster child-friendly designs be referred to the Community Planning Manager and the Urban Design Planner and for consideration in the OCP Review;

AND THAT placement of Public Art within the Rutland Urban Centre be referred to the Public Art Coordinator and the Public Art Committee for their on-going implementation;

AND THAT landscaping medians along Highway 33 be deferred to a time when the Ministry of Transportation is considering a Highway 33 repaving project;

AND THAT a strategy for adding entrance-way signage for the Rutland Urban Centre be referred to URBA and the Public Art Committee for their joint consideration;



AND THAT exploration of means to capitalize on new information technologies be referred to URBA for their consideration;

AND THAT the potential for enhanced use of Rutland Lions Park be referred to the Parks Division with direction to consider changes to Rutland Lions Park to increase visibility into the park, create more useable open space and consider the potential for programmed events or activities as ways to enliven the park and discourage negative influences in the area;

AND FURTHER THAT the Rutland Town Centre Strategy Task Force be dissolved as a Task Force effective immediately.

BACKGROUND:

In June 2007 Council receive the year end report from the Rutland Town Centre Strategy Task Force and endorsed the recommendations from the Task Force, one of which was to extend the mandate of the Task Force for an additional year to continue to work on unfinished business.

The Task Force mandate was to officially expire at the beginning of May 2008 however Council, by resolution, recently extended that mandate to the end of June 2008 in order to allow the Task Force to wrap up and bring forward the year end recommendations not dealt with in the first year.

Over the last two years the Task Force has seen the resignation of two members. Currently the Task Force consists of nine members including 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
Todd Sanderson
Dave Willoughby

Wayne Horning
Allison Wood
Jennifer Warawa

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 this second year the Task Force considered a number of issues, some of which were beyond the ability or time frame of the Task Force to consider. These issues have been referred on to other agencies, staff or to specific projects for further consideration as noted in the recommendations. The Task Force was also involved in public art planning process / workshops.

The Task Force was particularly concerned about the divisive nature of Highway 33 and recommends that crossing opportunities be enhanced by increasing visibility of crossings and by increasing pedestrian crossing time at major intersections. It may also be appropriate to advocate for more education of the public regarding the function of the pedestrian signals to reduce confusion over how much time is available for pedestrians. Further to the Hwy 33 discussion the Task Force is interested in seeing that portion of Hwy 33 within the Rutland urban area turned over to municipal control and recommends that Council write to the Ministry of Transportation to raise this and other issues as noted above.

There was an additional recommendation from the Task Force with respect to a 2009 budget item for streetscape planning within the Rutland Town Centre. However, it has come to our attention that the Transportation Division currently has funding for and intends to pursue streetscape planning in 2008 in relation to overall transit oriented development planning prior to the construction of the Rutland Transit Exchange in 2009.

With respect to Rutland Lion's Park the Task Force recommendation is to refer suggestions for potential changes to the Parks Division for their consideration and action. From staff perspective it may also be appropriate to refer this issue to Festivals Kelowna / Parks Alive initiative.

INTERNAL CIRCULATION TO:

Manager - Policy, Research and Strategic Planning
Manager - Community Development and Real Estate
Community Planning Manager
Transportation Manager
Parks Planning Supervisor
Public Art Coordinator

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, with an extension approved for a second 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 may be a financial / budgetary component to the implementation of some of these recommendations that the Task Force did not have the opportunity to explore. Departmental work plans for 2008 have been set and any additional projects or initiatives resulting from endorsement of these recommendations may require the removal of other initiatives from the existing work plans or additional resources will be required. Therefore it is suggested that those

recommendations that might impact City departments be forwarded to those departments to review and provide potential implementation costs for consideration in the 2009 budget.

Considerations not applicable to this report:

PERSONNEL IMPLICATIONS:

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: Manager - Policy, Research and Strategic Planning
Manager - Community Development and Real Estate
Community Planning Manager
Transportation Manager
Parks Planning Supervisor
Public Art Coordinator

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.