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**CITY OF KELOWNA**  
**MEMORANDUM**

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**Date:** January 21, 2009  
**File No.:** 8500-07

**To:** City Manager

**From:** Director of Regional Services

**Subject:** RUTLAND DEVELOPMENT MARKET ASSESSMENT

Report Prepared By: Ron Westlake and Janet Bradshaw

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**RECOMMENDATION:**

THAT Council receive the report of the Director of Regional Services dated January 21, 2009;

AND THAT Council support a partnership with the Uptown Rutland Business Association (URBA) to assess market conditions for development in the Rutland Urban Centre area;

AND THAT the City's share, \$25,000 of a market assessment be funded from a 2008 funding reserve (Local Improvements).

**BACKGROUND:**

A number of different planning initiatives focusing on the Rutland Urban Centre have been ongoing over the last four years. These include:

- Rutland Height and Massing Study
- Planning for transit oriented development in conjunction with the Central Okanagan Smart Transit Plan
- Rutland Connections (Rutland Bluff Trail)
- Rutland Town Centre Parks and Open Space Master Plan
- Public Art Planning Workshops
- Rutland Urban Centre Streetscape Plan

Council has approved in the 2009 Provisional Budget \$2,000 for Uptown Rutland Pre-Planning work to facilitate development of Terms of Reference for a possible future Uptown Rutland Master Plan (the ability to carry out the Master Plan will be dependent on future budget allocations).

The primary objective of the above-noted initiatives is to facilitate the development of a vibrant, mixed-use (commercial, employment and residential) town centre in Rutland. URBA has been directly involved in many of the above initiatives and City staff has made presentations to the group in May, June, October and December of 2008. During recent discussions with URBA, the consensus has been that the current economic climate may not be optimum to attract development but it does provide an ideal opportunity for assessing the markets for development and identifying potential types of development within the Urban Centre.

Implementation of the Parks and Open Space Plan and Rutland Streetscaping is anticipated to occur in the longer term (10-20 years) through investment by property owners in re-development. While funding is currently in place for the Rutland Transit Exchange, most agree that the exchange should not be built as a stand-alone facility with no other nearby complementary improvements. An important question to be answered is: what is the minimum



public investment required to attract and support the desired private investment? It is toward this end that a Rutland Development Market Assessment is proposed as a joint initiative of the City and URBA.

The objectives of the market assessment would be to move towards a common understanding of potential markets, market conditions and the types of enterprise, business, services and residential housing that should be targeted for the Rutland Urban Centre.

Subject to Council's approval of the recommendations, City staff will work with URBA to prepare a scope of work for the Market Assessment. Consultations on this are expected to also be held with the Urban Development Institute. This scoping exercise would include an internal (with stakeholders) Transit Oriented Development (TOD) Workshop. Once the scope of work has been defined and a cost estimate developed, budget requirements would be assessed.

**INTERNAL CIRCULATION TO:**

General Manager, Community Sustainability  
Director, Financial Services  
Director, Infrastructure Planning & Asset Management  
Director, Policy & Planning

**FINANCIAL/BUDGETARY CONSIDERATIONS:**

Funding for the City's share of the Market Assessment could be allocated from the 2008 Local Improvements carryover.

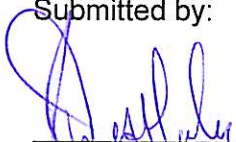
**PERSONNEL IMPLICATIONS:**

Staff involved in the past and current initiatives will collaborate to achieve an integrated plan for the Rutland Urban Centre.

**Considerations that were not applicable to this report:**

- LEGAL/STATUTORY AUTHORITY:**
- LEGAL/STATUTORY PROCEDURAL REQUIREMENTS:**
- EXISTING POLICY:**
- TECHNICAL REQUIREMENTS:**
- EXTERNAL AGENCY/PUBLIC COMMENTS:**
- COMMUNICATIONS CONSIDERATIONS:**
- ALTERNATE RECOMMENDATION:**

Submitted by:



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Ron Westlake,  
Director, Regional Services

Approved for Inclusion:



General Manager, Community Sustainability

cc: Director, Financial Services  
Director, Infrastructure Planning & Asset Management  
Director, Policy & Planning