

# Memo



**Date:** January 19, 2011  
**File:** 1200-40  
**To:** City Manager  
**From:** Signe Bagh, Policy and Planning Director  
**Subject:** Downtown Plan Status Update

---

## Recommendations:

THAT Council receive, for information, the January 19, 2011 report from the Policy and Planning Director regarding a status update on the Downtown Plan.

## Purpose:

The purpose of this report is to provide Council with an update on activities related to the update of the Downtown Plan.

## Background:

On September 20, 2010, staff presented a report to Council providing a timeline and strategy for completion of the Downtown Plan. Council agreed that staff would complete Downtown planning in three phases:

- Phase 1: Research/Laying the Groundwork (September 2010 to March 2011)
- Phase 2: Charrette (Community and Stakeholder Consultation) (April 2011 to June 2011)
- Phase 3: Implementation Strategy (July 2011 to January 2012)

The purpose of Phase 1 work is to gather and prepare information to stimulate and support community and stakeholder discussion and dialogue at the Charrette.

Over the past months, staff have completed the following tasks:

- ✓ **Policy Analysis** - identified city bylaws and policies relating to the downtown;
- ✓ **Truck Route** - determined the extent to which Ellis Street will function as a truck route (this was dealt with by Council in September 2010);
- ✓ **Property Ownership** - identified key property owners in the downtown area so that those owners can be invited to participate as part of stakeholder consultation;
- ✓ **Vacant Properties** - mapped vacant/underutilized sites;
- ✓ **Building Activity** - determined value of building activity by property for the downtown area over the past 10 years;
- ✓ **Purchaser Profiles** - interviewed developers involved with recent residential projects in the downtown area to obtain information on demographics etc.;

A handwritten signature in the bottom right corner of the page.

- ✓ **Demographics** - identified (using Statistics Canada data) how many people and what age groups/household types currently live in the downtown area;
- ✓ **Public Opinion** - consolidated information from previous public consultation efforts (OCP, CD21, etc.);
- ✓ **Safety and Security** - obtained crime statistics to identify problem areas;
- ✓ **Property Assessments and Taxes** - mapped current property values and obtained information from BC Assessment on key influences on property assessments and calculated property taxes obtained from the Downtown area;
- ✓ **Infrastructure Assessment** - identified potential buildings, facilities, and services the city could locate downtown to stimulate development and identified associated costs and benefits;
- ✓ **Financial Institutions** - identified whether there are any financial institutions that do not have their main office downtown;
- ✓ **City Buildings** - identified municipal investments planned for Downtown over the next 10 years;
- ✓ **Projections** - summarized population and employment projections for downtown to 2030;
- ✓ **DCCs** - gathered information on how DCCs for the Downtown relate to other parts of the community;
- ✓ **Parking** - determined how many parking spaces will be lost through potential road network or other changes downtown;
- ✓ **Heritage** - identified opportunities to maximize potential benefits of heritage assets; and
- ✓ **Computer modeling** - developed capacity to model various scenarios for building heights in the downtown area.

Coordination and completion of the above tasks has been overseen by a team of interdepartmental staff, lead by Policy and Planning. The team has met six times.

Remaining to be completed by the end of March, are the following items:

- **Downtown Prospectus** - gather information for a downtown prospectus; package information detailing what the City has to offer with respect to incentives to Downtown development and city policies/services supportive of downtown development and investment
- **Revitalization Program** - assess whether changes should be made to the revitalization tax incentive program
- **Form Based Code Research** - explore the feasibility of using form based codes as opposed to traditional zoning
- **Road Network** - determine whether earlier traffic studies remain relevant and, if not, obtain updated transportation studies and work with the Ministry of Transportation and Infrastructure to determine what changes would be supported
- **Trolley** - determine whether there is potential for the downtown to be served by a wheels based street car or trolley
- **Transit** - work with BC Transit to confirm transit plans for the Downtown
- **Urban Design** - define what creates a 'sense of place', put together a framework of ideas to be considered at charrette
- **Market Dynamics** - identify the market dynamics at play in the downtown

Staff are working on the above-noted items and anticipate completion by the end of March.

The next major task is to engage external stakeholders and organize the charrette. A charrette is an intensive planning session where citizens, stakeholders, and pertinent professionals collaboratively build a vision for a particular area (in this case, Kelowna's downtown). Charrettes are organized to encourage the participation of all who are interested in creating high-quality urban environments: residents, as well as developers, business interests, and other stakeholder groups.

Staff responsible for Phase 2, will, within the next two weeks, be bringing forward a report to Council detailing plans for the charrette.

**Community & Media Relations Considerations:**

Included in the report that staff will be bringing forward within the next two weeks will be information on plans for public and stakeholder engagement. Those plans have been developed in close collaboration with the Community and Media Relations Department.

**Personnel Implications:**

Staff have formed an interdepartmental Downtown Planning Project Team to ensure that work on the Charrette is appropriately coordinated. Phase 2 work will be project managed by Mr. Andrew Gibbs, Manager / Park & Public Space Projects who has been seconded part-time to this project from his regular responsibilities in the Design and Construction Department. Mr. Pat McCormick, Urban Design Planner, will be responsible for managing arrangements specific to the Charrette.

**Financial/Budgetary Considerations:**

Council has previously authorized \$30,000 from the 2010 budget to be used towards the Downtown Plan. As part of Council's 2011 budget deliberations, Council approved a further \$75,000 budget allocation.

**Existing Policy:**

Official Community Plan  
Downtown Plan (2000)  
Zoning Bylaw 8000  
Revitalization Tax Exemption Bylaw 9561

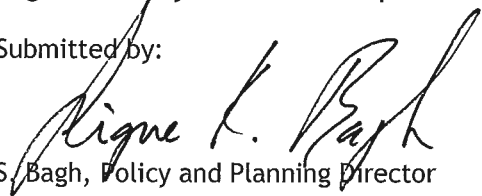
**Internal Circulation:**

Director, Design and Construction  
Director, Infrastructure Planning  
Downtown Planning Project Team

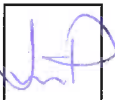
**Considerations not applicable to this report:**

Legal/Statutory Authority:  
Alternate Recommendation:  
External Agency/Public Comments  
Legal/Statutory Procedural Requirements:

Submitted by:

  
S. Bagh, Policy and Planning Director

Approved for inclusion:



J. Paterson, General Manager, Community Sustainability

cc:

Director, Infrastructure Planning  
Director, Design and Construction