



westbank urban centre

ENGAGEMENT SUMMARY

AUGUST 20, 2026

Acknowledgements

LAND ACKNOWLEDGEMENT

The City of West Kelowna is located on the traditional territory of the syilx/Okanagan people.

TEAM

Created for the City of West Kelowna by MODUS Planning, Design & Engagement Inc.

AUGUST 20, 2026



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Executive Summary

The Westbank Urban Centre Plan Engagement Summary outlines feedback gathered between May and July 2026 as part of the development of the Westbank Urban Centre Plan (the Plan). The engagement process—aimed at understanding current conditions, aligning priorities, and strengthening relationships—involved a number of events and activities with interest-holders, members of the public, key agencies, Westbank First Nation, and West Kelowna City Council.

Engagement Events and Activities

Consultation events and feedback included the following:

- **Project Website and Feedback Survey:** Over 2,400 people viewed the project webpage, and there were nearly 1,000 responses to the public survey. Responses showed strong support (85.1%) for revitalizing the Urban Centre. Residents envision a walkable, family-friendly hub with enhanced active transportation (bike lanes, trail connections), distinct community identity, more local retail, and improved highway infrastructure.
- **Interest-holder Design Workshop:** A two-day, intensive workshop and walking tour was held at the Westbank Lions Community Centre, hosted by the consultant team. Interest-holders and staff highlighted the need for a clear guiding vision, improved connectivity (physical and visual), more civic amenities, and strategic short-term actions to serve as catalysts for growth.
- **Council Sessions:** Staff and the consultant team met with City Council twice over the course of Plan development. Council emphasized the importance of a distinct identity and sense of place, improved safety and cleanliness, wayfinding and a connected mobility network that slows traffic, and integrating climate resilience. They also stressed the need for year-round destinations and activities to support tourism and local use.
- **External Interest-Holders & Agencies:** Meetings with community associations and external agencies echoed the need for a recognizable downtown, improved pedestrian/cycling connectivity, and collaborative infrastructure planning. Cultural recognition of the Westbank First Nation and heritage preservation were identified as key opportunities for the area's identity.

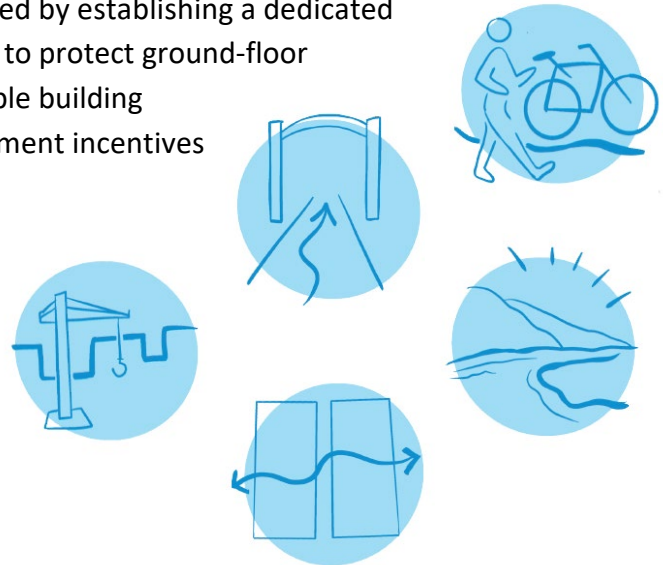


Key Insights

Key insights across engagement activities and interest-holder groups aligned with three overarching themes:

- **Transportation and Mobility:** Engagement highlighted strong community desire for better walkability, safer pedestrian crossings, and dedicated cycling routes. This directly informed actions that support converting Highway 97 into a consolidated, two-way urban arterial along Dobbin Road—enabling Main Street to become a walkable "high street"—and establishing new secondary high streets and greenways.
- **Public Realm, Civic Spaces, and Placemaking:** Feedback emphasized the need for a distinct downtown identity, improved safety and cleanliness, and more public amenities. The Plan incorporated these insights by prioritizing wayfinding, street art, CPTED (Crime Prevention Through Environmental Design) principles, laneway activations, and the creation of a Business Improvement Area (BIA) and a Public Events Committee.
- **Land Use and Built Form:** Input showed support for vibrant, mixed-use areas and local retail, alongside concerns over high-rise development and current market constraints. The Plan responded by establishing a dedicated Retail Priority Zone along Main Street to protect ground-floor commercial space while offering flexible building heights, lower densities, and development incentives outside the core.

The engagement findings, alongside technical expertise and Council/staff direction, is woven together into the Plan.





1. Introduction

Document Purpose

The purpose of this document is to summarize the feedback received through engagement on the Westbank Urban Centre Plan, including feedback from City Council and staff, members of the public, external interest-holders, other agencies, and Westbank First Nation (WFN).

Project Background

The City of West Kelowna is updating its 2011 Westbank Centre Plan. Along with the recently adopted Official Community Plan, the updated Plan will serve as a strategic foundation to guide future development, enhance liveability, and create sustainable opportunities to diversify and enhance the local economy, supporting a cohesive urban centre within the Westbank Urban Centre. MODUS Planning, Design and Engagement, supported by WATT Transportation Planning, Mulholland Parker Land Economists, and Meiklejohn Architectural Design Studio (MAD Studio), worked collaboratively with City Staff through a coordinated approach to the Plan update.

Engagement activities were integrated early in the project to understand the project context, opportunities, and constraints; to nurture relationships with key interest-holders within and outside of City Hall; and to gather meaningful input prior to drafting the Plan update. The format of engagement was intentionally focused as it built on the extensive prior engagement for the Official Community Plan which took place in 2021-2022. Timing of engagement was clearly linked to key decision points in the project development process.

Engagement Approach

An Engagement Strategy was drafted at the outset of these projects to identify objectives, audiences, and engagement methods, and has informed all engagement activities undertaken to date. It defined the engagement objectives and topics (i.e. “why?” and “on what?”) and key audiences, roles and responsibilities, engagement methods (i.e. “(i.e. “who?” and “how”), as well as consideration of risks and mitigation strategies within an overall engagement timeline for the Westbank Urban Centre Plan.



The purpose of engagement was to:

- Deepen our understanding of current conditions and existing regulations, systems and barriers which affect the performance of the 2011 Plan;
- Align project priorities, clarify desired outcomes, and establish shared direction across the project team and between interest-holders;
- Strengthen relationships with individuals, organizations and businesses living, working, building or operating businesses in Westbank Urban Centre; and
- Identify broad implementation actions for consideration in the Plan update.

Early dialogue and a collaborative approach supports a streamlined and effective Westbank Urban Centre Plan update.

Engagement Activities

Engagement took place throughout May, June and July 2026, and consisted of:

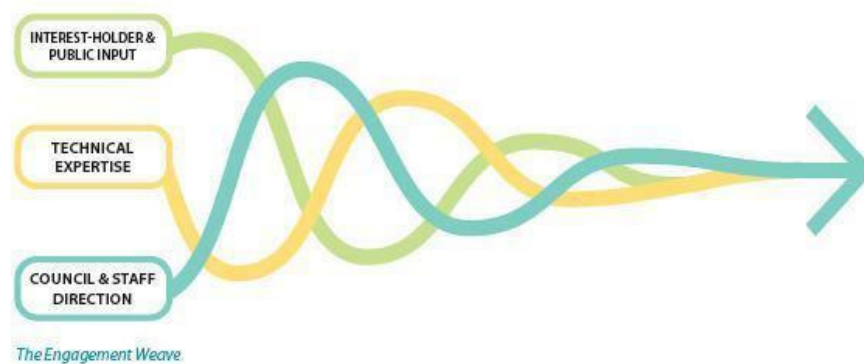
- A project website on the City's engagement site to share information and encourage involvement: OurWK.ca/westbankcentre;
- Public Service Announcements distributed through the City's eNews email service to subscribers and media, and posted on the City's website;
- Social media posts on the City's Facebook, Instagram, X, and LinkedIn accounts;
- Paid advertising through Meta (Facebook and Instagram), Castanet, and Spotify;
- News articles published on Castanet, Kelowna Now, and WestK News;
- Physical posters and survey posted in City Hall;
- Direct outreach via email and phone to interest-holders and community association groups to invite participation in the process;
- Eight (8) stakeholder and partner meetings involving 25+ participants;
- A public feedback survey hosted on the project website;
- A two-day design workshop with staff and external interest-holders; and
- A project update and workshop held with City Council.

Engagement activities are summarized in Section 2 of this Report, along with key insights and themes from each activity.

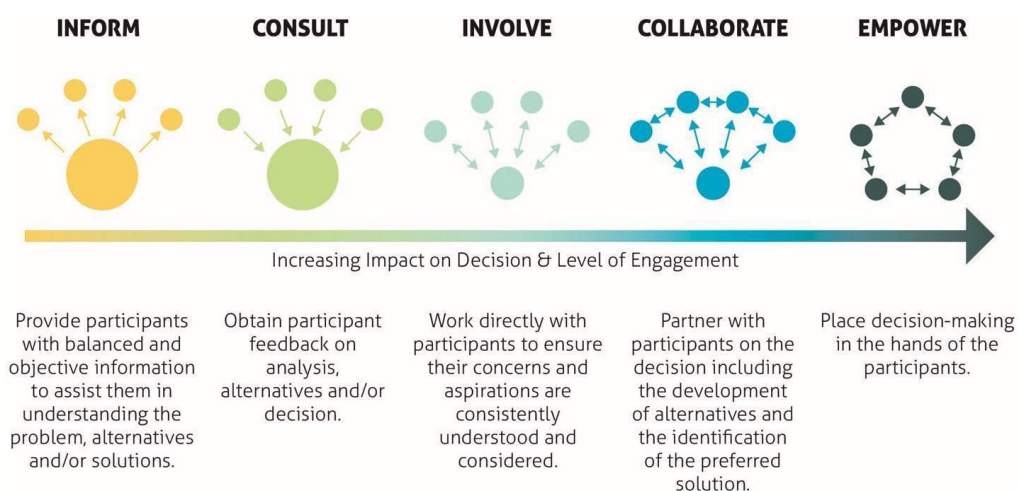


Incorporating Input

The diagram below shows how insights gathered through engagement are one of several important streams of information that will be woven together to help create the best possible Westbank Urban Centre Plan. The “weave” - illustrated below - demonstrates how no single stream of input determines the outcome, and Council – as the elected decision-makers – ultimately reserves the right to make final decisions.



Defining the level of participation, as described by the IAP2 Spectrum of Public Participation, helps build further understanding of how the City intends to incorporate input and feedback. The Spectrum shows that the relationship between the local government and the public can be shaped in several ways. The level of participation anticipated for this project ranged from **Consult** to **Collaborate**.





How Insights Shaped the Plan

Feedback and insights gathered through engagement directly informed development of the Westbank Urban Centre Plan, including:

- Westbank Urban Centre context and current challenges to be addressed in the revitalization efforts;
- Priorities for revitalization efforts, including identifying priority actions for catalyzing change in advance of major infrastructure shifts (ie highway decoupling);
- Targeted objectives across key themes, listed below, with distinct, implementable actions for meeting the Plan vision; and
- Policies and actions, particularly as they relate to partnerships with the private sector, government, other agencies, and Westbank First Nation.

Three key themes emerged across engagement activities, including:

- **Transportation and Mobility:** Engagement highlighted strong community desire for better walkability, safer pedestrian crossings, and dedicated cycling routes. This directly informed actions that support converting Highway 97 into a consolidated, two-way urban arterial along Dobbin Road—enabling Main Street to become a walkable "high street"—and establishing new secondary high streets and greenways.
- **Public Realm, Civic Spaces, and Placemaking:** Feedback emphasized the need for a distinct downtown identity, improved safety and cleanliness, and more public amenities. The Plan incorporated these insights by prioritizing wayfinding, street art, CPTED (Crime Prevention Through Environmental Design) principles, laneway activations, and the creation of a Business Improvement Area (BIA), and Public Events Committee.
- **Land Use and Built Form:** Input showed support for vibrant, mixed-use areas and local retail, alongside concerns over high-rise development and current market constraints. The Plan responded by establishing a dedicated Retail Priority Zone along Main Street to protect ground-floor commercial space while offering flexible building heights, lower densities, and development incentives outside the core.





2. What We Heard

Public Feedback Survey

What We Did

Engagement Period: May 28 - June 17, 2026

A succinct Public Feedback Survey was available on the City's OurWK webpage with the purpose of gaining public opinions and insights on values, priorities, and concerns for the future of Westbank Urban Centre.

The survey included two open-ended questions and three close-ended questions, and concluded with seven demographic questions seeking information on housing tenure, income, neighbourhood, mode of transportation, and identity for the purpose of understanding the audience that responded to the survey and their background.

The following table presents a summary of survey visitors and platforms used to disseminate information on the project and provide access to the survey:

Form of Participation	Number of Visitors
Survey respondents	972
Informed Visitors (viewed a photo, multiple project pages, and contributed to the survey)	1,385
Aware Visitors (visited at least one page)	2,433

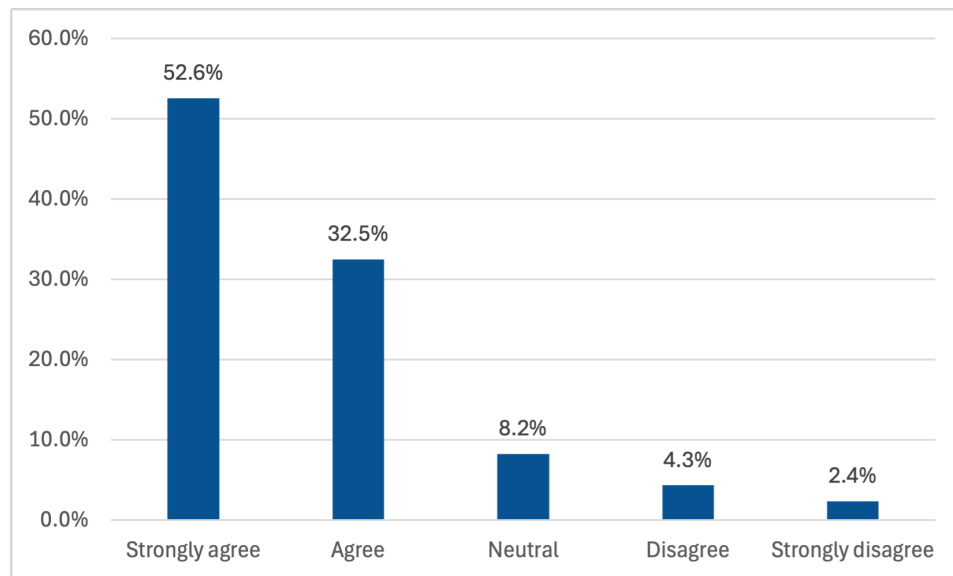
Platform	Number of Visitors
Castanet.net	642
Facebook	442
West Kelowna City, Kelowna Now, Kelowna Cap News	85
Instagram	40



What We Heard

Support for a Revitalized Urban Centre

There is strong support for revitalizing the Urban Centre: the majority of survey respondents strongly agree or agree (combined 85.1%) that a revitalized Westbank Urban Centre is important for the future of West Kelowna, while some disagree or strongly disagree (combined 6.7%).



Vision for Westbank Urban Centre

Respondents were asked to share their vision for the future of the Westbank Urban Centre. Several common themes emerged from their responses, including:

Active Transportation and Connectivity (253 comments)

Respondents share a strong vision for transforming Westbank Urban Centre into a vibrant, pedestrian-friendly core with tree-lined streets, bike lanes, and trail connections. Many people emphasized the need to reduce highway traffic and reroute vehicles to create a safer, accessible, and less vehicle-dominated downtown. Ultimately, the goal is for a welcoming, functional space supporting better circulation for residents, families, and local businesses.

Community Identity (222 comments)

Respondents call for a vibrant, safe, and culturally unified downtown that reflects local heritage, agriculture, and syilx Okanagan culture. They prioritize diverse local retail, family-friendly outdoor spaces, cultural facilities, and mixed-use developments while managing social issues and avoiding high-rise overdevelopment. Inspired by places like Penticton, Pandosy



Village (Kelowna), and District 1881 (Chilliwack), the community seeks a distinctive, walkable hub that balances modern amenities with a welcoming small-town feel.

Commercial and Retail Activity (209 comments)

Respondents express a desire for a walkable, family-friendly urban center in West Kelowna featuring mixed-use developments with local shops, cafes, and restaurants. There is an emphasis on supporting sustainable local businesses to build character and foster a vibrant community hub.

Addressing Infrastructure and Highway Concerns (170 comments)

Respondents emphasize the need to improve infrastructure and traffic flow, calling for a highway bypass, fewer traffic stops, and the removal of one-way streets/the highway couplet. Requests include safer sidewalks, dedicated bike lanes, updated roads, better lighting, and freight truck restrictions. Residents also express concerns about adequate parking and ensuring future housing developments do not strain the area's small-city feel.

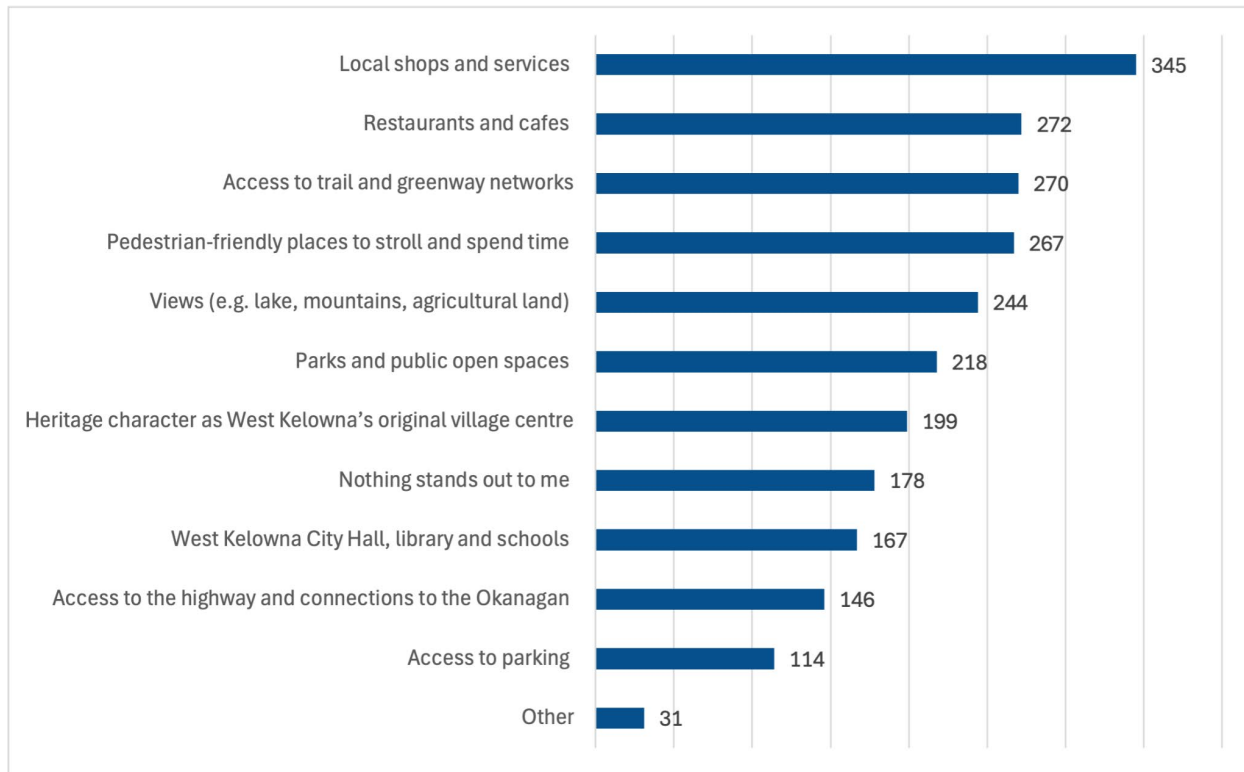
Access to Parks, Greenspace, and Amenities (135 comments)

Respondents envision neighborhoods enhanced by gathering spaces, native landscaping, preserved forests, and integrated green spaces. Key priorities include creating a central gathering space, improving pedestrian access to the lake, introducing family-focused amenities like a new swimming pool, and expanding recreational programming. Additionally, there are requests to improve access to health clinics and support for a new hospital.

Special Places and Experiences

Out of twelve options presented in the survey, the top five special places and experiences people say they love about Westbank Urban Centre are:

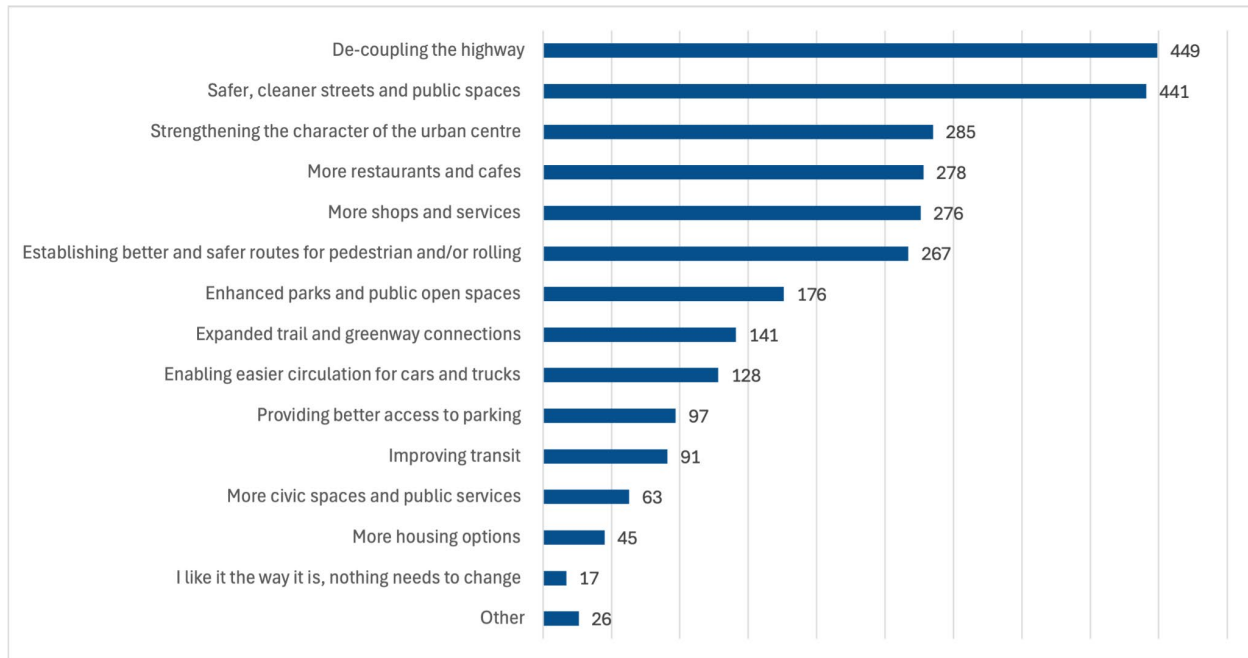
- local shops and services,
- restaurants and cafes,
- access to trail and greenway networks,
- pedestrian-friendly places to stroll and spend time, and
- views (e.g. lake, mountains and agricultural lands).



Priorities for Improvement

Survey respondents were asked to select their top five priorities (out of fifteen options) for improvements in Westbank Urban Centre. Survey results show preferred options are, in order of preference:

- de-coupling the highway,
- safer, cleaner streets and public spaces,
- strengthening the character of the urban centre,
- more restaurants and cafes, and
- more shops and services.

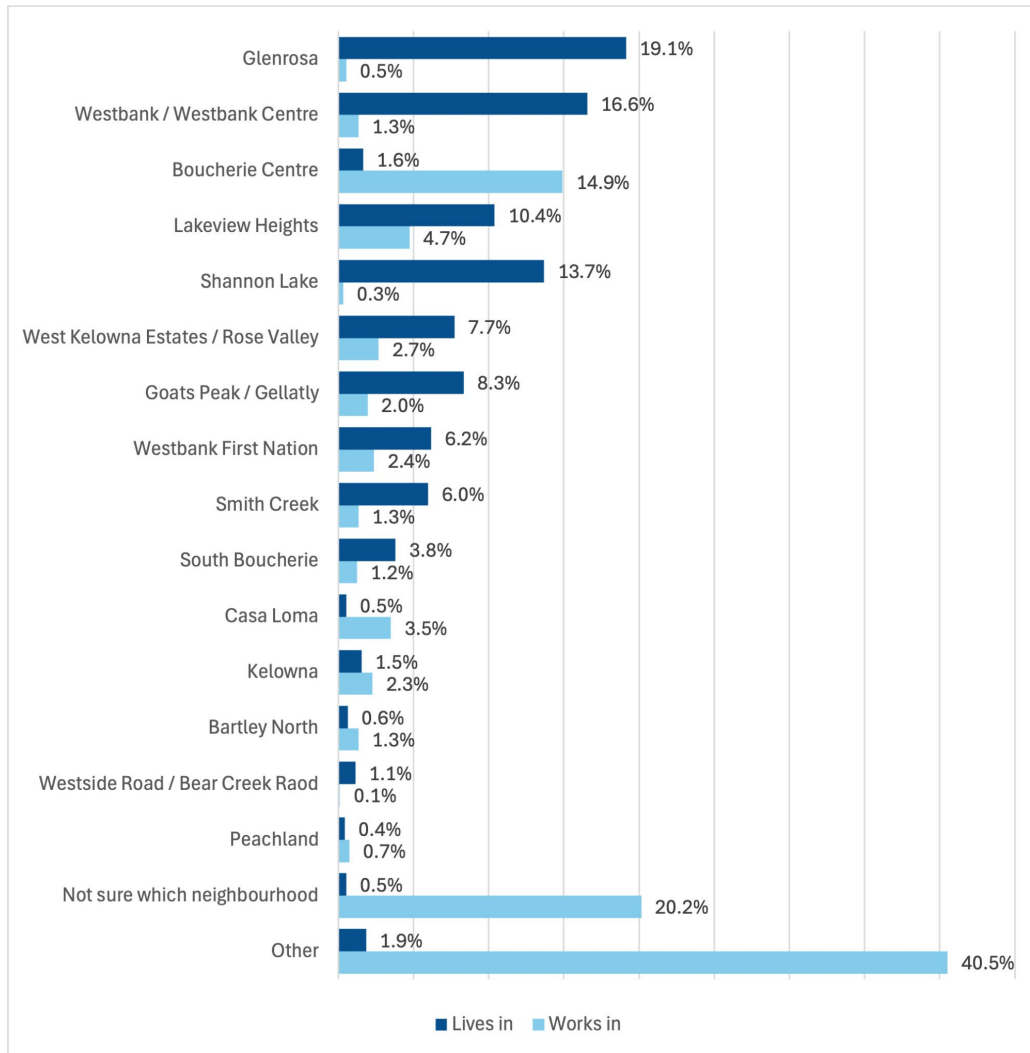


Neighbourhoods Represented

A number of demographic questions were solicited as part of understanding demographic representation through the survey. In order of most commonly represented neighbourhoods (in descending order):

- Glenrosa (19.1%),
- Westbank/Westbank Centre (16.6%),
- Shannon Lake (13.7%),
- Lakeview Heights (10.4%),
- Peachland (0.4%), and,
- Casa Loma (0.5%).

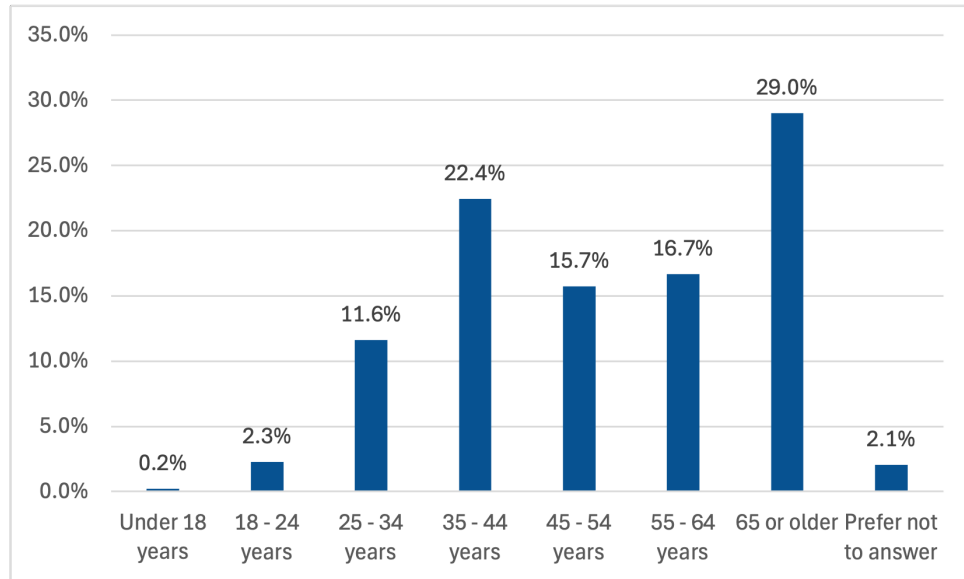
Only 1.3% of respondents work in Westbank/Westbank Urban Centre, and the majority of respondents (40.5%) work in a location other than the neighbourhoods listed or are unsure which neighbourhood they work in (20.2%).





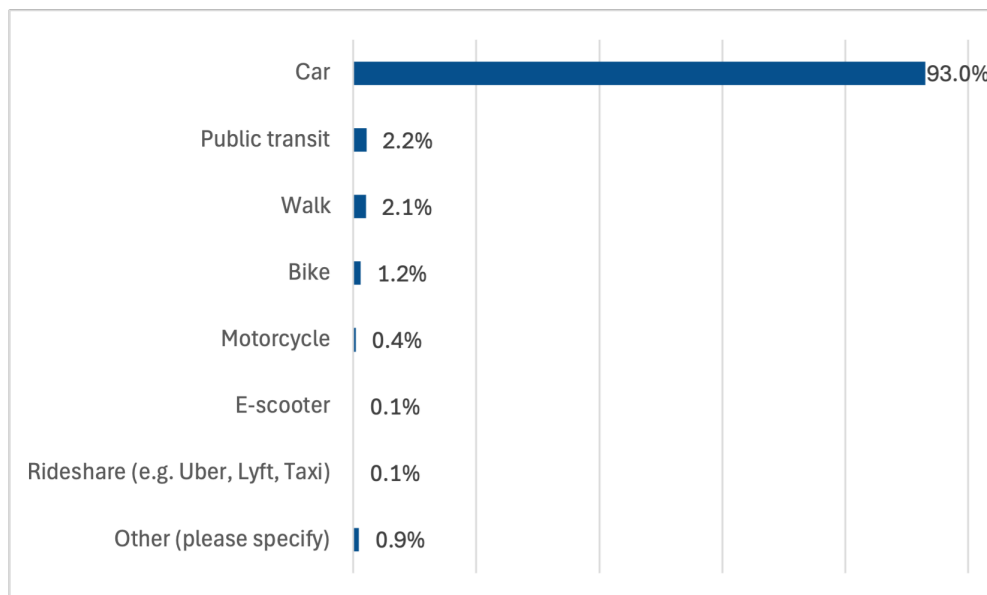
Age Groups

The vast majority of survey respondents (83.8%) are over the age of 35, with 45.7% being over the age of 55. A smaller percentage of respondents (14.1%) are under the age of 35.



Mode of Transportation

The vast majority of survey respondents drive private vehicles as their primary mode of transportation (93%), while the remainder take public transit (2.2%), walk (2.1%), or cycle (1.2%).





Other Themes

Other common themes that arose from comments in the two open-ended questions include:

Addressing Homelessness (93 comments)

Concerns centered on homelessness, public drug use, and safety highlight a strong desire for a cleaner, safer, and more family-friendly downtown. Respondents advocate for stricter law enforcement in public spaces alongside better mobility and support for elderly and marginalized residents. Additionally, there are requests to increase subsidized housing located outside of the core downtown area.

Level of Density (52 comments)

Opinions are split on urban growth, with some respondents supporting modern, high-density, mixed-use developments with ground-floor commercial spaces to create vibrant hubs, and others strongly prefer preserving West Kelowna's quiet, small-town atmosphere by limiting multi-unit housing and high-rises in favour of single-family homes. Both perspectives, however, share a desire for walkability and community appeal.

Implementation (26 comments)

Respondents express concern over excessive spending on major projects, calling for better fiscal management and reduced property taxes, particularly for seniors. They urge the city to focus on improving existing infrastructure rather than undertaking costly new initiatives.

General Support (120 comments)

Many respondents view the current downtown core as rundown and strongly support revitalizing the area through modernized roads, better lighting, and enhanced safety. Suggestions focus on adding low-rise, mixed-use developments with local retail shops, sidewalks, and bike lanes. Successful projects like District 1881 (Chilliwack) and Pandosy Village (Kelowna) are frequently cited as inspiration for this transformation.

General Concern (24 comments)

Some respondents prefer to leave existing conditions unchanged to preserve the current character of the area. Their primary concerns focus on avoiding population increases and preventing further strain on local parking availability.



Design Workshop

What We Did

May 20th & 21st, 2026

A two-day intensive design workshop (a.k.a. “charrette”) was hosted by the consultant team, and included local interest-holders and City staff. The workshop allowed the design team to engage quickly and effectively with local experts, ideate challenges and opportunities, and explore a broad diversity of design ideas in Westbank Urban Centre, asking interest-holders to share their successes and challenges, insights into what’s currently working and what could be improved upon. A succinct background report - the design brief - was circulated to staff and external interest-holders prior to the workshop.

DAY 1

- 1. Introduction and Site Tour (with interest-holders):** following a warm welcome and land acknowledgement by West Kelowna CAO, the design team provided an overview of the agenda and led a walking tour through Westbank Urban Centre to explore key locations, opportunities and constraints.



Day 1: Interest holder and City staff site tour



2. **Facilitated Workshop Sessions (with interest-holders):** workshop attendees were separated into three breakout groups and led through hands-on facilitated exercises:
 - a. community mapping: to document insights and findings of the walking tour while “fresh” and map out current challenges and successes and brainstorm what future success could look like.
 - b. “NOW. WOW! HOW?” exercise: building on the mapping exercise, workshop attendees were facilitated in an exercise to specifically consider current assets, more specific visions / interventions and implementation strategies to support a revitalized Westbank Urban Centre.
3. **Plenary Discussion (with interest-holders):** workshop attendees reported back to the room with their observations, mapping and key takeaways generated through the breakout sessions.



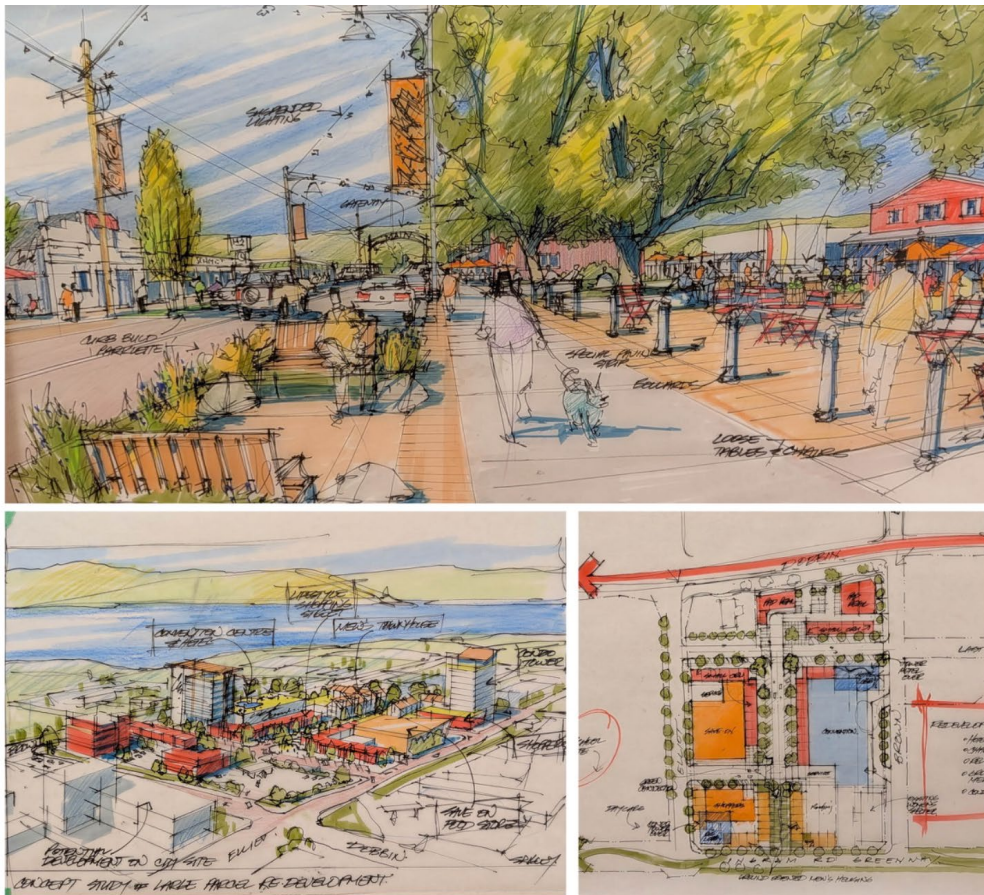
Day 1: Interest holder and City staff workshop

4. **Design Development (consultant design team only):** with fresh insight and creative momentum from the morning session with interest-holders, the design team spent the afternoon and evening further developing concept plans and illustrations to support Urban Centre revitalization.



DAY 2

1. **Mid-Course Correction (with City Staff):** City staff were invited to a presentation of the evolving draft materials developed on Day 1, and asked to comment on barriers and/or opportunities based on their professional expertise and specific departmental roles, responsibilities and resources at the City.
2. **Working Session (consultant design team only):** reflecting the additional critical input and guidance of City staff, the design team continued to develop draft content and prepared to host the end-of-day workshop “pin-up.” Materials included stakeholder input and community maps, planning diagrams and urban design concept plans, street cross-sections, perspective illustrations and precedent imagery to illustrate the emerging strategies for Urban Centre revitalization.
3. **Drop-in Pin Up and Question & Answer Period with Consultant Design Team (interest-holders, city staff and consultant design team):** the design team presented materials created through the workshop in an open house format, circulating to discuss questions and comments with attendees.



Day 2: Visioning for Main Street and the Save On Foods site.



Attendees

City Project Team: The City project team for the Plan update was represented at the workshop by Natalie Gerritsen (Senior Planner), Brittany Nichols (Long Range Planning Manager), Chris Oliver (Senior Planning Manager) and Angele Clarke (Housing Manager).

City Staff: Additional City Staff have been instrumental in progressing the Plan update and provided input on Day 2 of the workshop, including representatives from Community and Social Development, Engineering, Development Engineering, Parks, Recreation and Culture, and Operations.

Interest-holders: Interest-holders in attendance at the workshop included Urban Development Institute; West Kelowna Economic Development Corporation; Paynter's Fruit Market; Lakeland Living; New Town Planning Architecture and Engineering; Canadian Home Builders Association (Okanagan Chapter); Greater Westside Board of Trade; Okanagan Regional Library; and Central Okanagan Food Bank.

Consultant Team: The consultant design team consisted of MODUS Planning, Design & Engagement; MAD Studio Architecture and WATT Transportation Consulting.

What We Heard

Several themes were heard repeatedly from interest-holders and City staff throughout the workshop. Direct quotes from engagement are included to highlight a sampling of verbatim input while short summaries of these common themes are further described below. A detailed transcription of input from attendees and photos of break-out session notes is included in Attachment A.

Identity

"Clear vision"

"Differentiation from Boucherie Urban Centre"

"Tap into global attention to farm to table"

"Branding - farms, wine, lake, culture"

Establishing a guiding vision – including reinforcing distinct identities (i.e. "brands") for Westbank Urban Centre within the City of West Kelowna –was one of the most commonly noted themes in the workshop. This included suggestions for highlighting the Urban Centre's agricultural history and context, protecting the centre's heritage character, and celebrating its unique geography, including its proximity to Okanagan Lake and the surrounding mountains.



Further discussion included a more nuanced exploration of distinct ‘rooms’ across the Urban Centre, defined by physical constraints and programmatic opportunities, highlighting an opportunity for more focused, fine-grained approaches to revitalization planning.

Amenities

“Great civic space and building investment”

We frequently heard suggestions around the importance of public amenities, civic spaces and events - existing and desired - to support the Urban Centre as a destination. Suggestions included parks, a conference centre, an amphitheater, markets, patios, beautification projects and trees/landscaping. Existing civic spaces, such as the City Hall, pool and new school were identified as strengths. Staff identified lack of resources as a concern related to providing and maintaining new or upgraded amenities.

Connectivity

“Ideas: require better connectivity, living room laneways, reprogram/program parks/plaza spaces”

“Where is the cycling route?”

“Bus loop becomes the hub for the City-wide/region wide pedestrian public transport system and connects to greenway market hub and high & main streets”

We heard that visual and physical connectivity is important, including: maintaining views to the lake and mountains; moving people safely and more effectively within and around the Urban Centre; providing strong connections to destinations such as the Glen Canyon greenway, farm loop and local wineries and cideries; and enhanced facility to support transit connections city-wide and region-wide. Activating the Urban Centre’s lane network was identified as an important opportunity and priority to support connectivity, vibrancy and economic development. Multi-modal connectivity was raised frequently, including the need for connected cycling routes and safe pedestrian routes. Wayfinding was identified often as a way to reinforce both connectivity and identity.



Catalysts and Short-term Actions

“Space in front of Lions’ Hall becomes an urban market connected to Brown Street (city owned)”

“Labeling areas with names and strategy of picking names to spur the corresponding development types”

We heard strong support for identifying catalysts and actions that can be completed in the short term and in parallel to longer-term timelines related to highway de-coupling and/or major investments by the City or private interests. Suggestions included signage and wayfinding (to better reveal existing destinations), public art programs, “pilot” streetscape improvements and tree planting, and special event programming / hosting public events including utilizing the parking lot at Westbank Lions Community Centre for gatherings.

Infrastructure

“What doesn’t work: current traffic flow”

“Parking requirements are crippling”

“Incentive to spur development: DCC reductions, speed of processing time”

Infrastructure was identified as a broad theme by interest-holders and staff: as a need, an opportunity and a constraint. This included ensuring adequate water, sewer, electricity, traffic flow and parking, as well as highlighting the importance of safe and efficient movement through upgrades to lighting, sidewalks, intersections. Specific development incentives that were identified include reducing parking requirements, ensuring serviced land for development, and reducing or phasing DCC charges. On the other hand, staff identified aging infrastructure and the costs of upgrades as concerns with Urban Centre revitalization.

Transit service to Westbank Urban Centre and the location and capacity of the local transit hub were also raised frequently by interest-holders, including its importance as a people-mover and local hub.

Private Development & Investment

“Build! Residential...commercial...”

“Attract more small businesses”

The critical role of private development and investment – as an essential and complementary source of capacity to implement the City-led visioning and planning process – was identified by



numerous participants, with emphasis on the need to support both residential and commercial development and redevelopment to help support urban centre revitalization. We also heard about the importance of community-wide economic development, including improvements that attract more businesses, as well as non-profit organizations that are seeking space.

Other themes

Various other themes arose from discussions and notes from workshop participants, including:

- The importance of partnerships and incentive-based approaches
- Spatial constraints and opportunities within the Urban Centre
- The need for improvements that support community safety
- Opportunities for comprehensive redevelopment of large lots, as well as the unique qualities and benefits of the existing street 'grid' pattern



Council Sessions #1 and #2

What We Did

Two separate Council information sessions were led by Staff with support by MODUS seeking Council's insights on the Westbank Urban Centre Plan.

The first touchpoint with Council was held on May 12th, 2026, and consisted of a presentation outlining the proposed project process and schedule, introducing the consulting team, and prompting questions on the desired outcomes and direction on specific design strategies for consideration within the Draft Plan.

The Council workshop on July 7th, 2026 was facilitated by MODUS and built on insights gleaned from Council on May 12th. A brief presentation provided:

- A high-level overview of the project process and timeline, including an update on the public and interest-holder engagement;
- A brief recap of what we heard from Council on May 12th and interest-holder workshop on May 20th and 21st; and
- A facilitated discussion to provide opportunity for Council input focused on downtown revitalization and specific implementation actions.

What We Heard

Key themes and comments arose through both touchpoints with Council, with more detailed insights into visioning and priority actions provided in the workshop. These included:

- The importance of a distinct identity for Westbank Urban Centre, supported by a comprehensive approach to branding & wayfinding that references the natural surroundings, farming and wineries;
- The need for safety and cleanliness in the Urban Centre, including the perception of safety;
- The need for supporting amenities and destinations to attract and retain visitors;
- A safe and connected mobility network that slows traffic -solving fragmentation, particularly for walking, cycling and transit - and supporting accessibility needs and a 'park-once' philosophy - as being central to the success of the urban centre;
- The need for a uniform streetscape standard, including lighting, and improved transit stops;



- Distinct, ‘future-proofed’ actions for implementing Urban Centre revitalization, without relying on the highway decoupling or other single action catalysts;
- Concern that current OCP maximum building heights are unachievable due to limitations in fire fighting equipment;
- The desire to preserve and celebrate heritage in the Westbank Urban Centre, including the firetruck at the museum and the old farmhouse at Butt Road and Elliott Road, and highlighting the history of excellence in firefighting in West Kelowna;
- The need to collaborate with WFN;
- The importance of integrating climate resilience into Westbank Urban Centre, including using FireSmart and Waterwise Landscapes;
- A desire for modernization of existing buildings;
- The importance of engaging youth and seniors during the development of the Plan;
- Ensuring the Plan is not dependent on the highway changing or dependent on tall buildings as a catalyst to be successful; and
- Highlighting what we already do well (Music in the Park, Westside Daze, etc.) with a focus on building more year-round activities to bring in tourists and locals (e.g. indoor farmers/arts/crafts markets).

Examples of favourite downtowns and features that support vibrancy were provided by Councillors:

- Charlottetown, PEI: public art ‘scavenger hunt’, arts and crafts markets, secure bike parking, food and shopping;
- Berlin, German and Brooklyn, New York: public art;
- Calgary: the Stampede and other special events;
- Santa Barbara, California: a central green with a band stand and shade trees;
- Atlanta, Georgia: CCTV surveillance;
- Steveston Village, Richmond BC: parks, baby-friendly spaces, cafes and views with a small-town feel; and
- Redmond, Washington: quaint main street with six storey scale

Visual notes from the workshops are included in Appendix C.



External Interest-Holder Meetings

What We Did

City staff met with representatives from the Casa Loma Community Association, Glenrosa Residents Association, Shannon Lake Neighbourhood Association, Lakeview Heights Community Association, and Gellatly Bay–Goats Peak Community Association. The discussion focused on current challenges, opportunities, and priorities for the future of Westbank Urban Centre, including its role as a downtown, community gathering place, and destination for residents and visitors.

What We Heard

Identity

"A true downtown"

"A distinct, attractive destination"

"Focus on one priority area first, then build outward"

Creating a recognizable downtown and community focal point emerged as a consistent theme. Discussion focused on establishing a stronger identity for Westbank Urban Centre through civic spaces, arts and culture, local events, and destination-oriented amenities and public spaces. Examples included a conference or event centre and attracting technology-sector employers to create a destination that draws residents, visitors, businesses, and investment, while supporting community gathering and reinforcing a strong sense of place.

Amenities

"Plazas, parks, and gathering spaces"

"Active laneways and hidden retail or patio spaces"

"Facilities for arts groups, theatre, and local organizations"

Support was expressed for additional public gathering spaces, community amenities, and cultural facilities. Opportunities identified included parks, plazas, arts and performance spaces, activated laneways, public art, community programming, and stronger use of existing facilities and underutilized sites. Participants also emphasized the importance of City investment in beautification initiatives and the creation of a central courtyard or public plaza that could serve as a community gathering place and focal point for Westbank Urban Centre.



Connectivity

"Improving safe pedestrian and cycling access"

"Improving north-south connections"

"Some areas feel unsafe or uninviting for walking"

Improving mobility throughout the Urban Centre was identified as a priority. Common themes included safer highway crossings, better pedestrian and cycling infrastructure, improved sidewalk conditions, stronger connections between neighbourhoods, destinations, and community amenities, and the creation of a "greenway" connection linking the new George Pringle Secondary School with City Hall, the Library, and other key community destinations.

Infrastructure

"Mitigate impacts of the highway"

"Allow the downtown to develop parallel or perpendicular to the highway"

"Traffic congestion, highway crossings, and limited connectivity"

Highway 97, traffic circulation, and parking were recurring topics. While views differed regarding highway decoupling, discussion generally focused on addressing the impacts of the highway while creating a more connected and functional urban centre. Centralized parking solutions, improved access, and transportation infrastructure were also identified as opportunities.

Community Health, Safety, and Inclusion

"More welcoming and well-used environments"

"Increasing activity and presence in public spaces"

Safety was identified as an important consideration, particularly in relation to homelessness, social disorder, vandalism, and perceptions of safety. Creating active, well-used public spaces and improving accessibility and comfort for people walking, cycling, and accessing services were identified as opportunities to support a safer, more welcoming Urban Centre.



External Agency Meetings

What We Did

City staff met with representatives from external partners to gather input on transportation, land use planning, community facilities, public health, culture and heritage, and long-term implementation considerations. Participants included representatives from Westbank First Nation, BC Transit, the Ministry of Transportation and Transit, Interior Health, School District No. 23, and the Westbank Museum and Visitor Information Centre.

What We Heard

Identity

"Opportunities for cultural recognition, education, and storytelling"

"Preservation of older commercial buildings along Main Street"

"Recognize and celebrate local history and heritage resources"

Cultural recognition, heritage preservation, and community identity were recurring themes. Opportunities were identified to better reflect Westbank First Nation history and presence within the Urban Centre, strengthen heritage conservation, and celebrate local history through interpretation, wayfinding, and community storytelling.

Amenities

"A significant shortage of theatre, performance, and cultural space"

"A new civic arts and cultural facility"

"Public washrooms in the Centre are critical"

Some discussions with external agencies focused on community and cultural amenities. Opportunities were identified for expanded museum and visitor services, arts and performance space, flexible community facilities, youth gathering space, and shared space for community organizations. Public amenities such as washrooms, drinking water, and shade were also identified as important supports for day-to-day use of the Urban Centre.

Connectivity

"Safe and direct pedestrian connection across Highway 97"

"Formalize safe, accessible pedestrian routes"



Improving pedestrian, cycling, and transit connections was a consistent theme. Key priorities included safer highway crossings, improved connections between schools, parks, civic facilities, neighbourhoods, and commercial areas, and strengthening active transportation networks throughout the Urban Centre. Discussions also highlighted the importance of integrating future transit infrastructure and service planning with growth in the Urban Centre.

Infrastructure

"Current capacity may not be sufficient to support long-term growth"

"Align future service planning and infrastructure investments with anticipated growth"

Transportation and infrastructure planning were common topics throughout engagement. Discussion focused on the future role and capacity of the Westbank Transit Exchange, long-term highway planning, right-of-way protection, transit circulation, and coordination between land use planning, infrastructure investment, and future growth.

Community Health, Safety, and Inclusion

"An equity lens should be applied to planning decisions"

"Creating welcoming, social spaces"

"Planning for extreme heat events is increasingly important"

Creating accessible, inclusive, and healthy public spaces was identified as an important consideration. Discussion included accessibility, public health amenities, shade and cooling opportunities, support for families and youth, and opportunities to improve perceptions of safety through public realm improvements, public art, and active use of public spaces.

Partnerships and Coordination

"Coordination between Westbank First Nation and the City will be important"

"Continued engagement throughout the planning process"

The importance of ongoing collaboration was emphasized throughout discussions. Opportunities were identified to coordinate planning initiatives, transportation improvements, public health programs, cultural recognition efforts, community facilities, and shared-use amenities.



Appendices

Appendix A: Photos and Notes from Design Workshop | External Interest-Holders



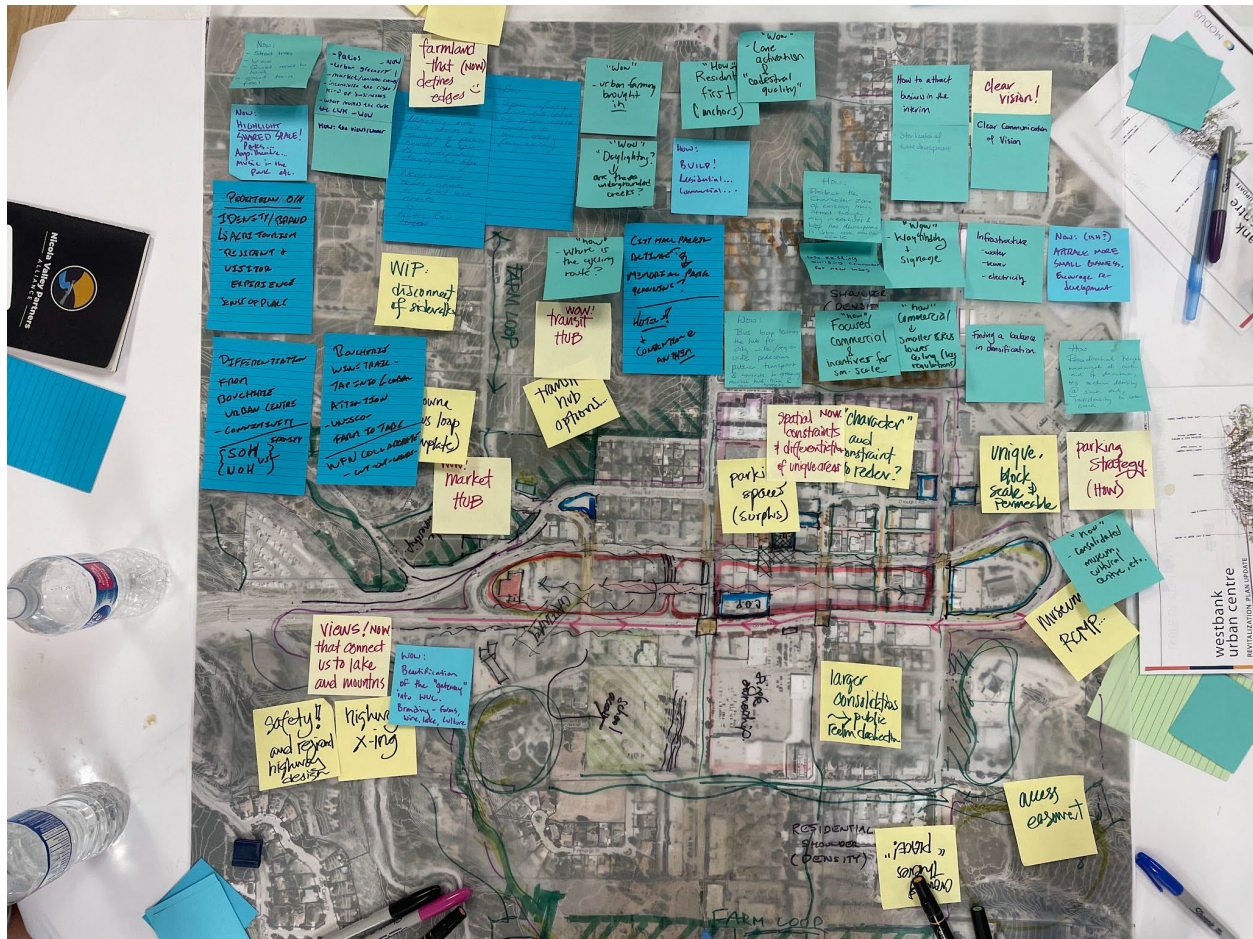
TABLE 1

Facilitation: Edward Porter (MODUS) and Tom Cerajesky (MAD Studio)

Attendees (external interest-holders): Ryan Malcolm (WKEDC), Andrea (UDI),

Attendees (City staff): Brittany Nichols (Planning Manager), Sam Shein (Summer Student), Angele Clarke (Housing Manager)

Image of Group Output from Mapping and NOW WOW HOW Exercise



Transcribed Notes

- Differentiation from Boucheries Urban Centre
- Connectivity
- SOH vs NOH
- Boucherie Wine Trail
- Tap into global attention to farm to table
- Collaborate with WFN cut out lands
- Identify the brand - related to agri-tourism
- Resident and visitor experience



- Sense of place
- Highlight shared space
- Parks, amphitheater, music in the park
- Street trees, views, quiet next to loud, small town feel
- Patios, urban greenery
- Market, unique events
- Incentivize the risks and kinds of businesses
- What makes the CWK, CWK
- Views that connect us to the lake and mountains
- Safety
- Regional highway decision
- Highway crossing
- Beautification of the gateway into WUC
- Branding - farms, wine, lake, culture
- Market hub
- Kelowna bus loop (template)
- Transit hub
- Transit hub options
- Farmland that defines edges
- Urban farming brought in
- Daylighting - are the underground creeks?
- Where is the cycling route?
- Build! Residential...commercial...
- Residential first (anchors)
- Lane activation & cadastral quality
- Protect the character zones of existing main street through incentives & keep new development in urban core smaller scale
- Use existing building character for new uses
- Focused commercial & incentives for small scale
- Spatial constraints & differentiation on of unique areas
- Parking spaces (surplus)
- Bus loop becomes the hub for City-wide/region wide pedestrian public transport and connects to greenway market hub high & main streets
- Character and constraints to redevelopment
- Larger consolidations and public realm dedication
- How attract business in the interim
- Sterilization of future development
- Clear vision



- Infrastructure - water, sewer, electricity
- Clear communication and vision
- Attract more small businesses
- Parking strategy
- Consolidated museum, cultural centre etc
- Museum, RCMP
- Access easement
- Crown and Thieves
- Finding a balance of densification
- Residential height maximized at north end of downtown & medium density at south and lower density in urban core
- Unique block scale and permeable
- Space in front of Lions' Hall becomes an urban market connected to Brown Street (city owned)
- Labeling areas with names and strategy of picking names to spur the corresponding development types
- Neighbourhood scale names or block scale names eg winery row



TABLE 2

Facilitation: Cal Srigley (MODUS) and Jonathan Pickford (MAD Studio)

Attendees (external interest-holders): Geoffry Oliver (Paynter's Market), Heather Robinson (GWBT), Patryk Norek (GWBT)

Attendees (City staff): Chris Oliver (Senior Planning Manager)

Image of Group Output from Mapping and NOW WOW HOW Exercise



Transcribed Notes

- Significant open space connection
- Current ALR (possible market facility)
- Attract business & main street (cafes, pubs, restaurants)
- Brown Street not perfect for businesses & commercial based with existing residential
- Parking, lighting sidewalks
- What works: city Hall/pool location, new school location
- What doesn't work: current traffic flow



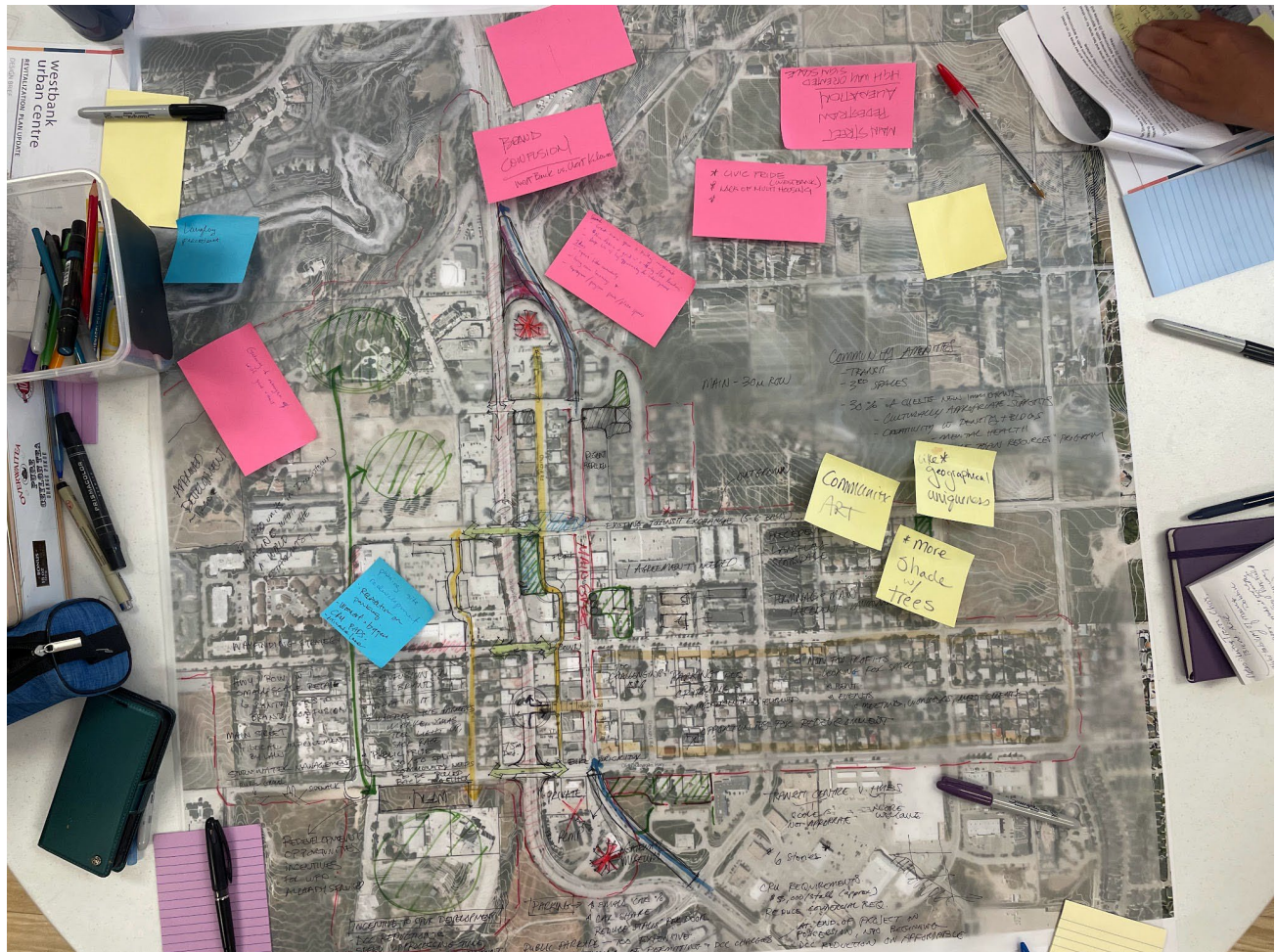
TABLE 3

Facilitation: Lindsey Fryett Jerke (MODUS) and Andres Baez (WATT Consulting)

Attendees (interest-holders): Keith Funk (New Town Planning, Architecture and Engineering), Chris Blake (Lakeland Development), Alice Yaghi (OK Regional Library), Trevor (Food Bank)

Attendees (City staff): Natalie Gerritsen (Senior Planner)

Image of Group Output from Mapping and NOW WOW HOW Exercise



Transcribed Notes

- Brand confusion: West Bank vs West Kelowna
- civic pride (Westbank)
- Lack of multi-unit housing
- Main Street pedestrian alienation
- Highway oriented sign scale
- Great civic space and building investment
- New fabric and grid in flat location
- Large lots with big opportunity for redevelopment



- Ideas: require better connectivity, living room laneways, reprogram/program parks/plaza spaces
- Opportunity for protected intersection at Brown and Dobbin
- Community art
- More shade trees
- Like geographical uniqueness
- Langley precedent
- Community amenities: transit, 3rd spaces
- 30 of clients are new immigrants: culturally-appropriate supports, mental health, more than resources program
- Terminal & main precedent (Vancouver)
- Non-profits looking for space: rent, events, meetings, workshops, meet clients
- Parking requirements crippling: incremental
- Opportunities for redevelopment
- Parking: small car %, car share, reduce stalls per door
- Public parkade - too expensive
- Timing of permitting & DCC charges - at end of project on possession, not beginning, DCC reduction on affordable
- Incentive to spur development: DCC reductions, speed of processing time
- Redevelopment incentives for WFN already serviced
- CRU requirements \$55,000/stall approx reduce commercial requirement
- Transit centre - scale not appropriate v hubs - more welcome
- * 6 stories
- Precedent: Langley, Scotsdale
- Confusion on the brand: what is it? Where the farmers market, Xmas tree light up, sack race
- Public pride 50/50 split
- Community needs to be pulled back together
- Highway ROW with small scale retail contributes to brand confusion
- Main street improvements by law
- Stormwater management rural gravel / sidewalk
- Wayfinding strategy
- Relaxation of parking
- Phasing site redevelopment
- Woonerf = bigger CRU pads
- Private lanes
- Gateway to Okanagan & views

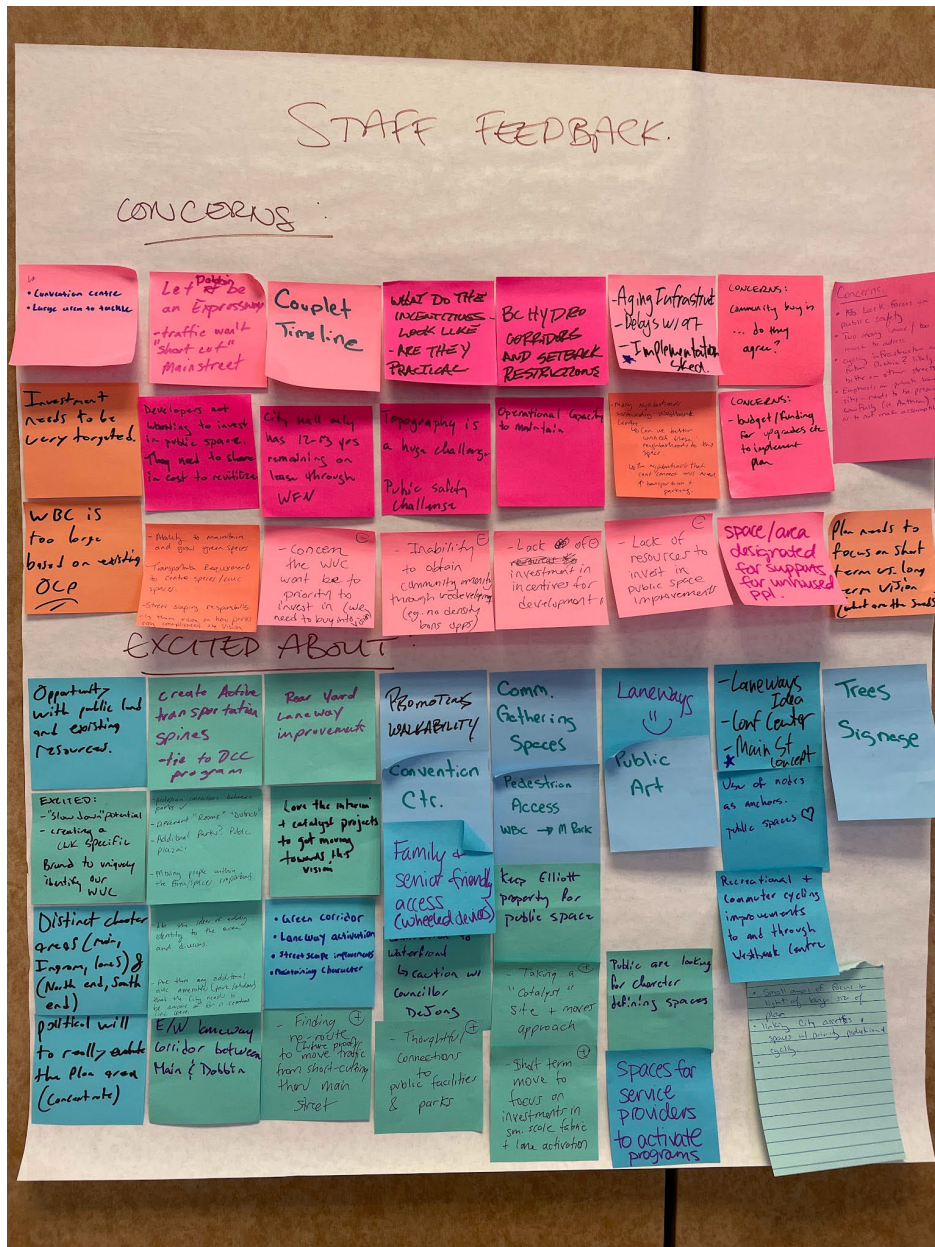


- Approved development with 1,200 units in downtown, imagine what a world - the restaurants



Appendix B: Photos and Transcribed Notes Design Workshop | Staff Comments

Image of Comments from City Staff





Transcribed Notes

Concerns:

Convention Centre

Large area to tackle

Investment needs to be targeted

WBC is too large based on existing OCP

Let Dobbin be an expressway - traffic won't "short cut" main street

Developers not wanting to invest in public space. They need to share in cost to revitalize

Ability to maintain and grow green spaces

Transportation requirements to centre spaces / civic spaces

Street scaping responsibility

Is the vision how parks can compliment the vision

Couplet timeline

City Hall only has 12 - 13 years remaining on lease through WFN lands

Concern the WUC won't be a priority to invest in (we need to buy the vision)

What do the incentives look like - are they practical

Topographical is a huge challenge

Public safety challenge

Inability to obtain community amenity through redevelopment (eg no density bonus opps)

BC Hydro corridors and setbacks

Operational capacity to maintain

Lack of investment in incentives for development

Aging infrastructure

Delays with highway 97

Implementation schedule

Many neighbourhoods surrounding Westbank Centre - can we better connect these neighbourhoods to this space?

The neighbourhood that can't connect will need transportation and parking

Lack of resources to invest in public space improvements

Community buy-in...do they agree?

budget/funding for upgrades etc to implement plan

space/area designated for supports for unhoused people

Lack of focus on public safety

Too many ideas/too much to address

Cycling infrastructure on future Dobbin? Likely better on other streets

Emphasis on private land sites - needs to be presented carefully (*redacted*) so as to not make assumptions



Plan needs to focus on short term vs long term vision (what are the seeds?)

Excited About

Opportunity with public land and existing resources

'Slow down' potential

Creating a CWK specific brand to uniquely identify our WUC

Distinct cluster areas (Main, Ingram, lanes) & (north end, South end)

Political will to really activate the plan area

Create active transportation spines - tie to DCC program

Pedestrian connections between parks

Different 'rooms' 'districts'

Additional parks? Public plaza?

Moving people within the Area/space important

Like the idea of adding identity to the area and

Are there any additional civic amenities (park/outdoor) that the City needs to be aware of for a central civic space

E/W laneway corridor between Main & Dobbin

Promoting walkability

Convention centre

Family & senior friendly access (wheeled devices)

Rear yard laneway improvement

Love the interim + catalyst projects to get moving towards the vision

Green corridor

Laneway activation

Streetscape improvements

Maintaining character

Finding re-route (future-proof) to move the traffic from short-cutting thru Main street

Thoughtful connections to public facilities & parks

Comm gathering spaces

Pedestrian access WBC - M Park

Keep Elliot property for public space

Taking a 'catalyst' site + moves approach

Short term move to focus on investments in sm. Scale fabric + lane activation

Laneways

Public art

Public are looking for character defining spaces

Spaces for service providers to activate programs

Laneways idea



Conf centre

Main street concept

Use of nodes as anchors

Public spaces

Recreational + commuter cycling improvements to and through Westbank Centre

Small areas of focus in light of larger size of plan

Linking City assets & spaces w priority pedestrian cycling

Trees

signage



Cautions  re: "Catalys"

- 'Remove the couplet' ...
- 'high density' ... ^{future} ^{direct} _{implement}

Scavenger hunt

"~~IKT~~" in PEI.

Take keep