



Healthy City  
Strategy

# Healthy Housing Strategy

Healthy City Strategy

[kelowna.ca/planningprojects](http://kelowna.ca/planningprojects)

# Housing Crisis

“The most urgent financial issue facing Canadians today is the high cost of housing”

FCM, Fixing Canada's  
Housing Crunch

# Healthy Housing Vision

*The housing needs of all Kelowna residents are met through affordable, accessible and diverse housing options.*

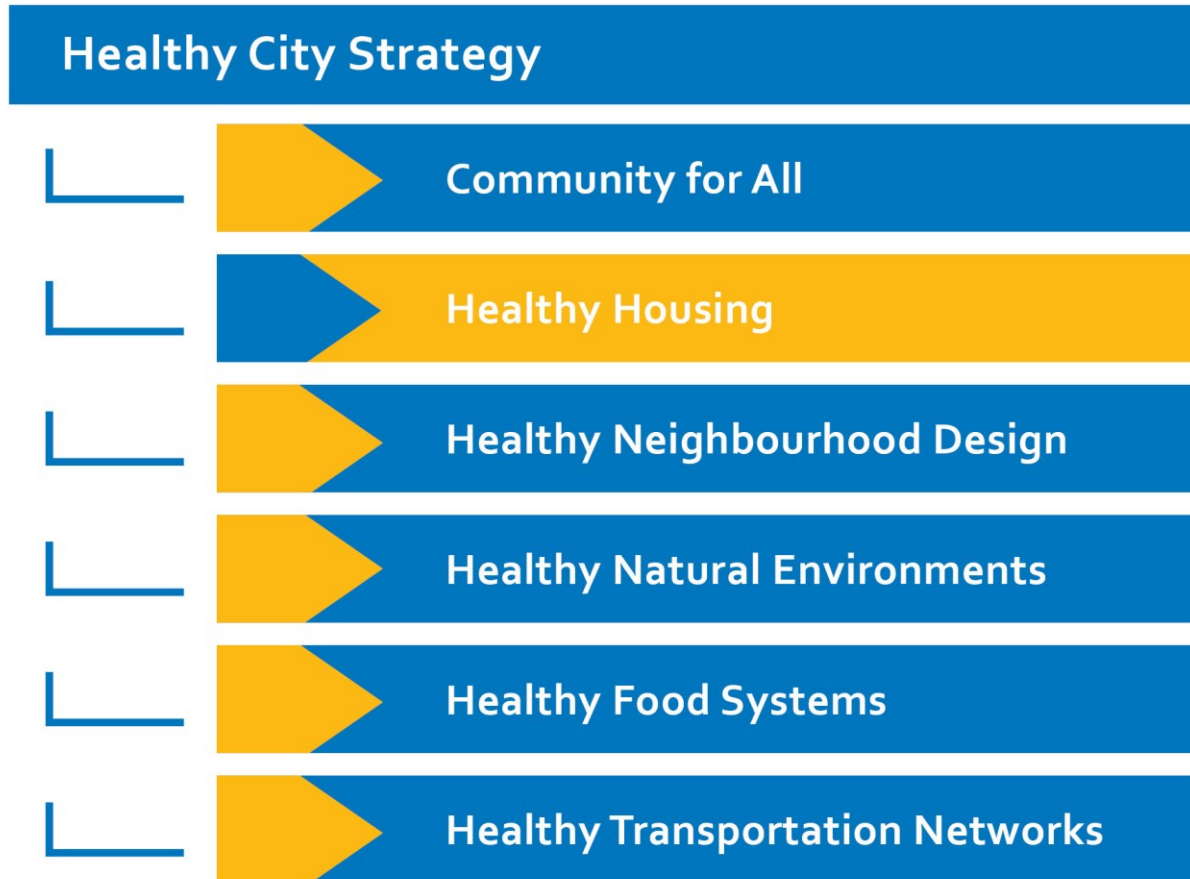
# Healthy Housing Strategy

*Tackling Kelowna's housing challenges for the long-term will take bold action, significant resources and dedication.*

*The underlying causes to our housing challenges are complex, and addressing them will take time, and clear, common purpose.*

*Efforts will be needed at every level, from all levels of government, home builders and land developers to non-profits.*

# Link to Healthy City Strategy



**Healthy City Strategy**

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# Linking Health and Housing

Healthy housing has four defining characteristics:

1. Affordability
2. Quality
3. Location
4. Community

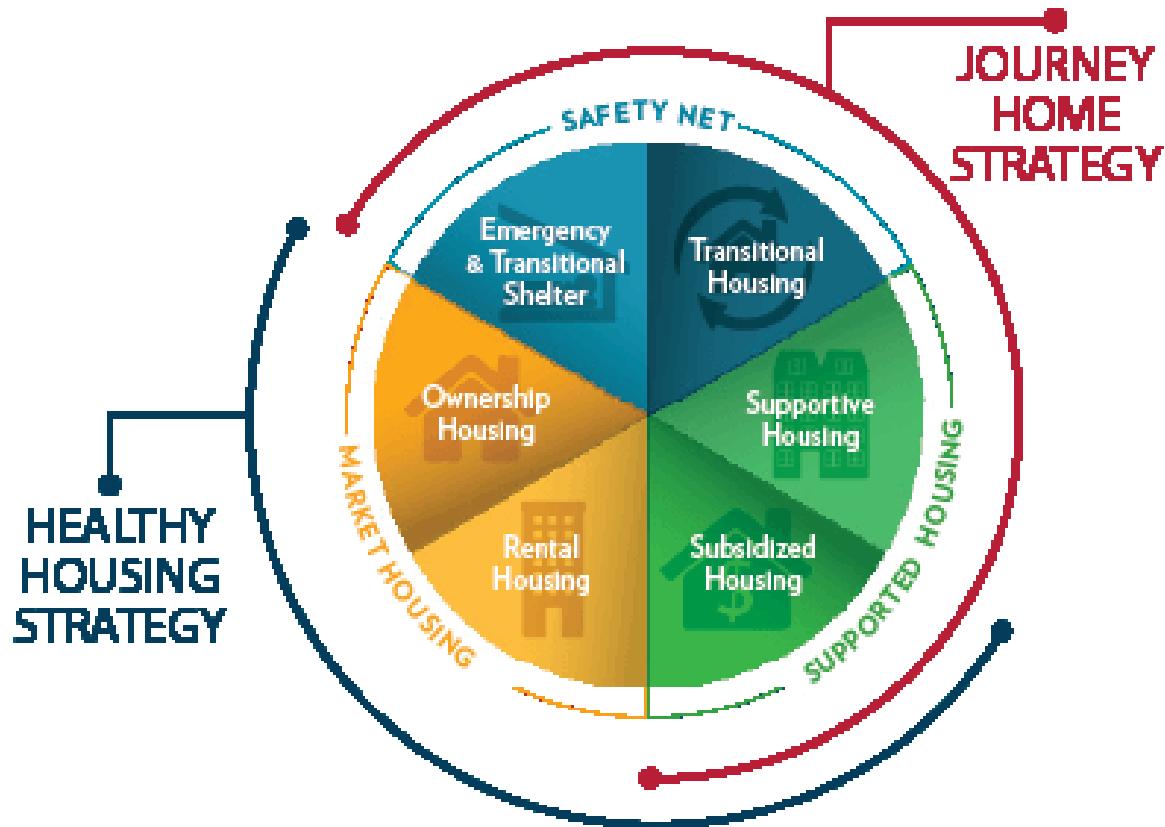
Healthy Housing Strategy focusses primarily on Affordability and Location.



# Wheelhouse



# Link to Journey Home





# Process



# Stakeholder Involvement

1. Healthy City Strategy Steering Committee
2. City and Interior Health Technical Teams
3. Healthy Housing Stakeholder Advisory Committee
4. Healthy Housing Stakeholder Workshops



# Public Engagement

Consultation with staff, stakeholders and public

## Phase 1:

- Online survey - 1,563 completed
- 1 Stakeholder Workshop

## Phase 2:

- Online survey - 66 completed
- 1 Stakeholder Workshop
- 1 Public Open House



# Healthy Housing Strategy

## 4 Key Directions

## 19 Actions

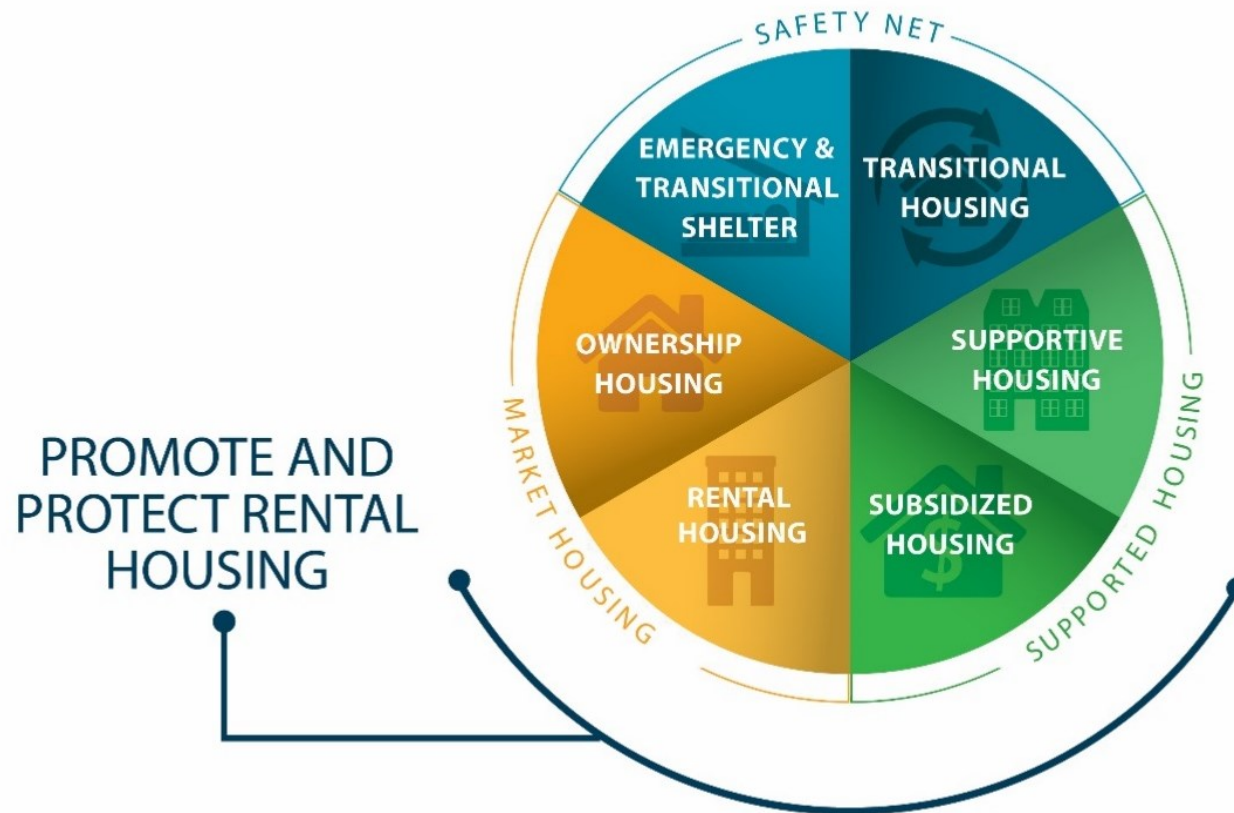
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# Four Key Directions

1. Promote and protect rental housing;
2. Improve housing affordability and reduce barriers for affordable housing;
3. Build the right supply; and
4. Strengthen partnerships and align investments.

# Promote & Protect Rental Housing



# Why Promote and Protect Rental Housing?

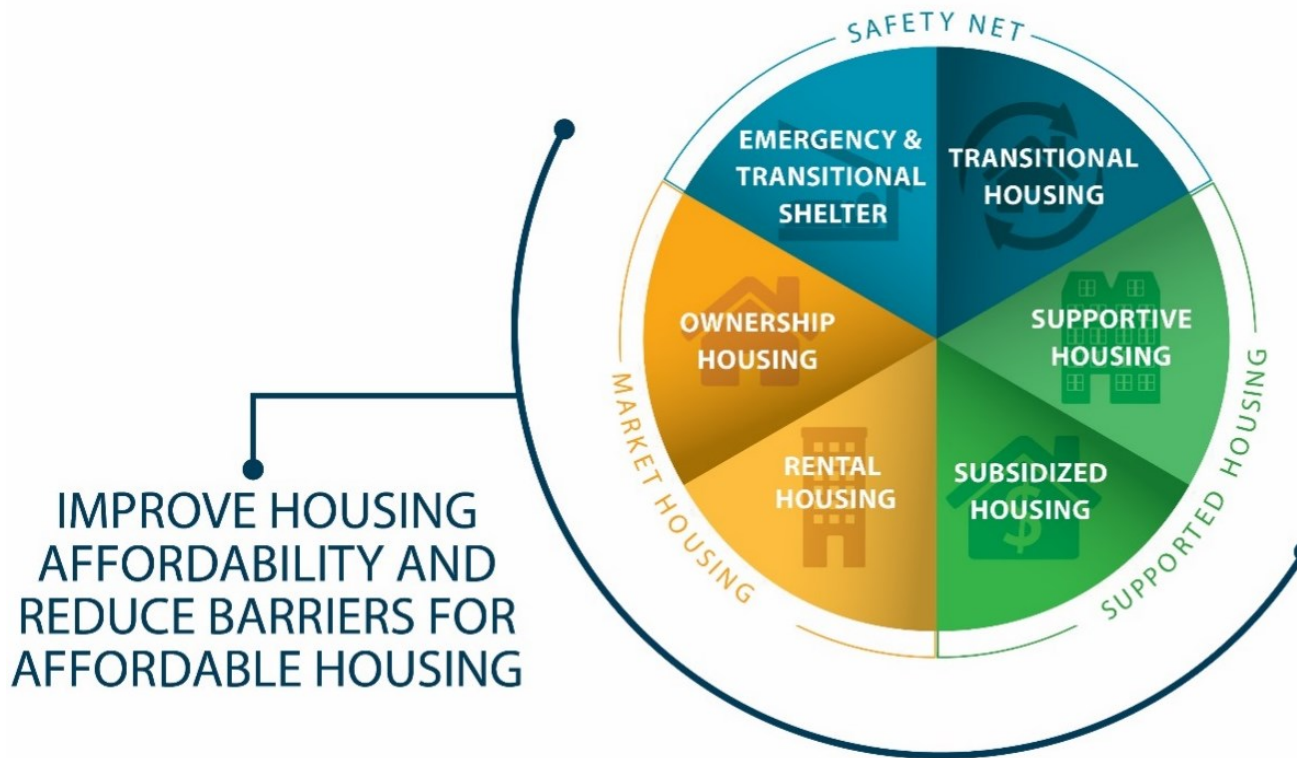
- Rental housing plays a vital role in Kelowna's housing system and vacancy rate is extremely low at 0.2 per cent.
- As the ownership market becomes more difficult to enter, the rental market is expected to grow in importance
- 73 per cent of NEW households in Kelowna were renter households between 2011-2016, as compared to 32 per cent in the previous five years.

# Promote & Protect Rental Housing: Actions

- ✓ Align land investments with community housing objectives;
- ✓ Research and inventory existing purpose-built rental housing;
- ✓ Update regulations to protect the rental stock from the impacts of short-term rentals;
- ✓ Reduce the cost of developing affordable purpose-built rental housing; and
- ✓ Revise tax incentives for purpose-built rental housing.



# Improve Housing Affordability



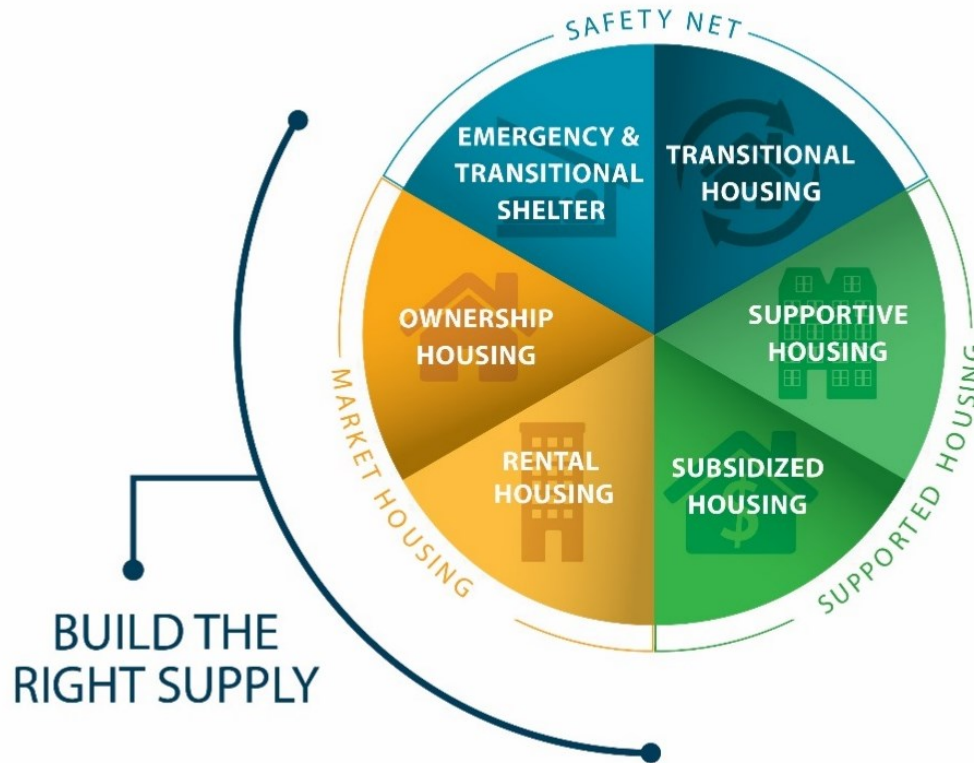
# Why Improve Housing Affordability?

- 47 per cent of renters and 19 per cent of owners are spending more than 30 per cent of their pre-tax income on shelter
- Addressing affordability requires that we look beyond just the price of units and into other key housing-related costs: transportation and energy
- Survey respondents feel that both government and developers have a role in providing affordable housing units.

# Improve Housing Affordability: Actions

- ✓ Align land use, housing and transportation planning;
- ✓ Implement the Energy Step Code for new housing;
- ✓ Develop a Community Energy Retrofit Strategy;
- ✓ Reduce parking requirements for infill and affordable housing;
- ✓ Consider the development of an Affordable Housing Land Acquisition Strategy; and
- ✓ Increase the supply of affordable housing through new development.

# Build the Right Supply



# Why Build the Right Supply?

## What Residents Can Afford (ownership)

Average Kelowna Family – Maximum purchase price of \$550,000<sup>18</sup>

## What New Homes Cost

Average Price of New Detached Homes – \$1,131,410<sup>19</sup>

## What Homes Cost in the Resale Market

Average Single Detached – \$706,791<sup>20</sup>

# Missing Middle Housing Forms



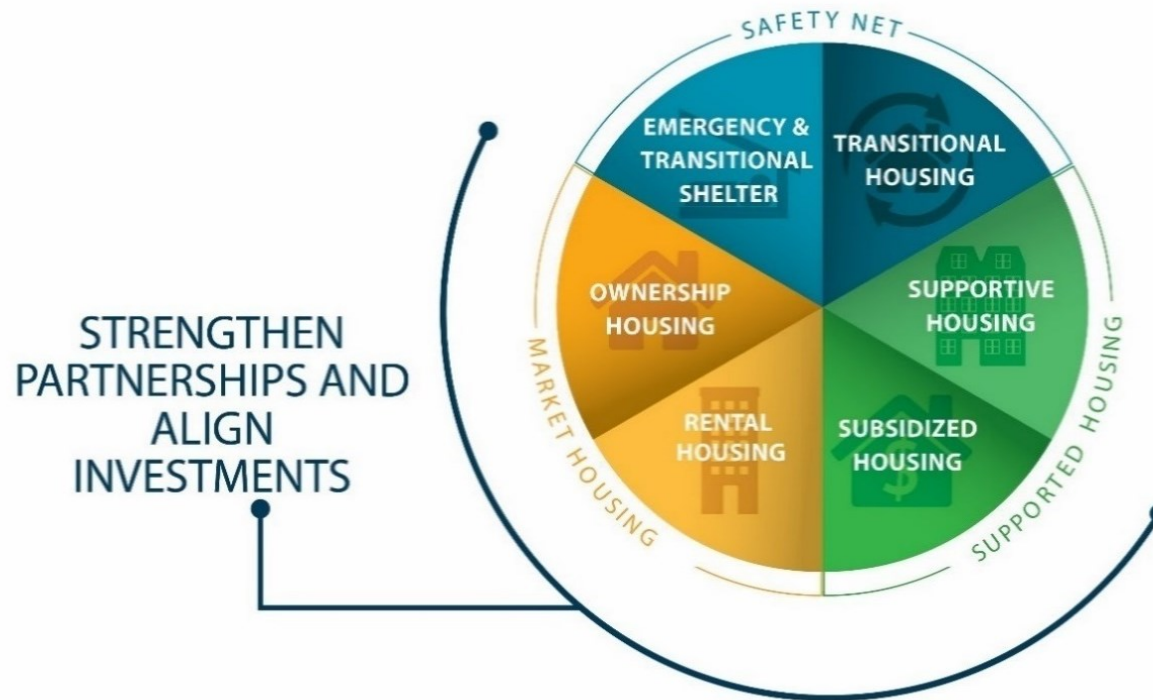
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# Build the Right Supply: Actions

- ✓ Encourage universal and accessible design;
- ✓ Create more sensitive infill of lots in existing neighbourhoods;
- ✓ Support a greater variety of infill housing forms; and
- ✓ Support a greater variety of housing tenures.

# Strengthen Partnerships & Align Investments





# Why Strengthen Partnerships and Align Investments?

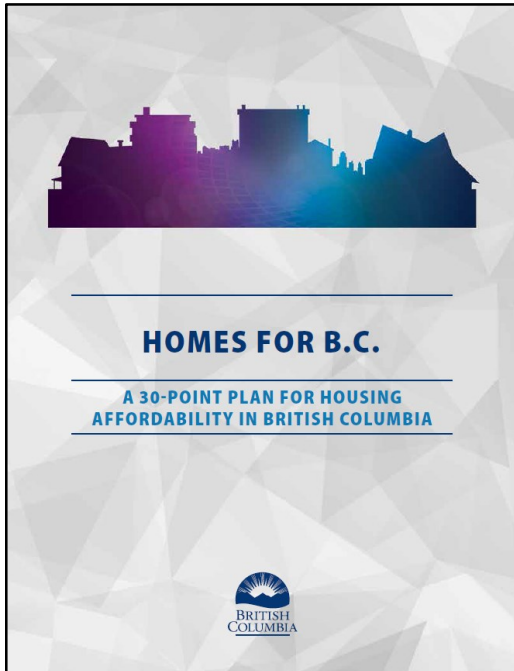


- Housing is a complex system with many different influences
- City is one of many sectors whose actions impacts the housing system and can't tackle it alone
- Need to embrace partnerships and align investments to make changes in Kelowna's housing system

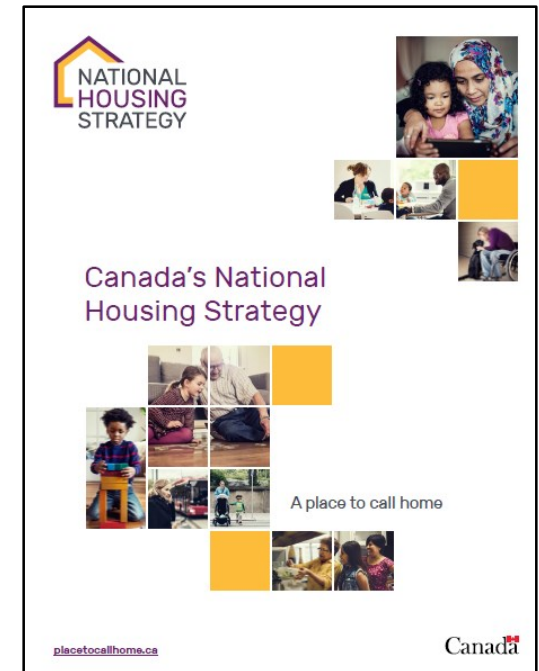
# Strengthen Partnerships & Align Investments: Actions

- ✓ Formalize a partnership with BC Housing;
- ✓ Enhance the City of Kelowna and Interior Health's in community collaboration and research on housing;
- ✓ Support a Regional Housing Needs Assessment; and
- ✓ Advocate to Senior Government for additional tools and funding.

# Provincial and Federal Commitments



- Over \$7 billion over 10 years for housing affordability (Province)
- Remove 530,000 families from housing need across Canada (Federal)



# What's Required?

- ✓ Collective action
- ✓ Innovation
- ✓ Collaboration
- ✓ New approaches to housing
- ✓ Budget and resource commitments



# Healthy Housing Strategy

*By investing in housing programs, policies, regulations, and partnerships, the community as a whole can create a healthy housing system – one that will benefit not just the residents of today, but future generations as well.*

