Kelowna 2040: Growth Strategy

- **Rural**
  - Protect agricultural and resource lands
  - Develop North Kelowna industrial lands

- **Suburban**
  - Complete the remaining neighbourhoods
  - Single and two family housing, some multi-family

- **Gateway**
  - Develop industrial lands, UBCO and Airport
  - Support multi-family for University growth

- **Core Area**
  - Provide greater housing variety
  - Range of single and two family, townhomes and houseplexes
  - Continue commercial development along Highway 97

- **Multimodal Urban Corridors**
  - Focus rowhousing and low rise apartments along major transit routes
  - Support mixed use commercial and residential in some areas

- **Urban Centres**
  - Hubs for employment, shopping and recreation
  - Low to high rise mixed use buildings
  - Highest public investment priority

- **Permanent Growth Boundary**

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Notes: Growth Strategy District boundaries are approximate.