



3340 LAKESHORE RD

RE-ZONING APPLICATION

PREFACE



2017 Purchased 1 Acre
parcel from City of
Kelowna



New consolidated site
4.4 Acres



Negotiations with City
results in 1.2 Acre land
dedication



$4.4 - 1.2 = 3.2$ Acres

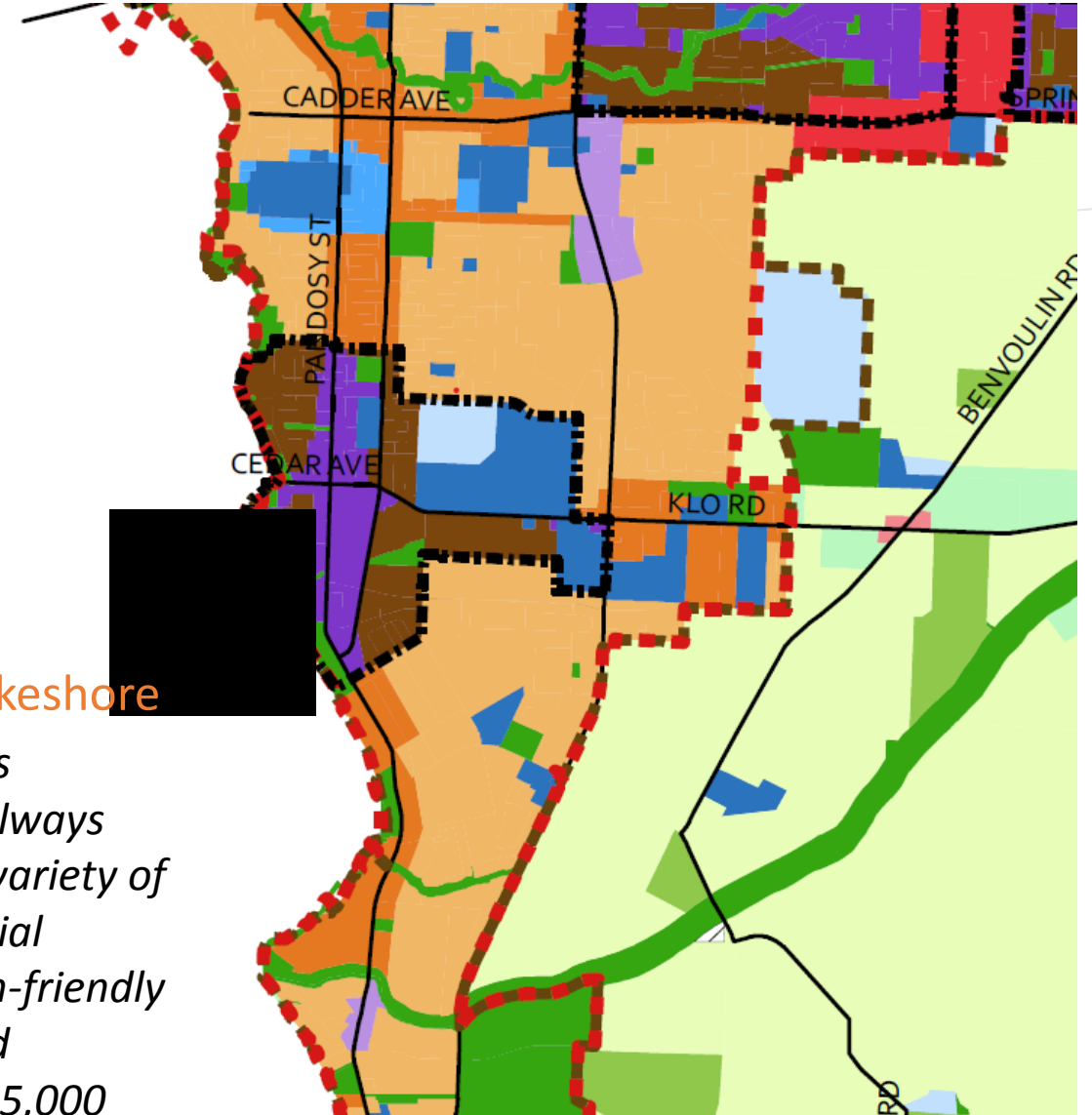
Why C-4?

- C-4 or C-9?
- Correct zone for this urban centre
- Supports a reasonable amount of density 1.3 – 2.35 FAR
- Allows for the creation of a diverse mixed-use neighbourhood

OCP Urban Centre

Current alignment with OCP Policy

A vibrant, amenity-rich area wherein different land uses frequently occur within the same building and almost always occur within a one-block area. Town Centres contain a variety of housing types, the presence of which contributes to social diversity. Town Centres are highly urbanized, pedestrian-friendly environments that draw people for work, shopping, and recreation from a broad community of approximately 25,000 residents living within approximately 2 kilometres. – 2030 OCP



South Pandosy/Mission Neighbourhood

Kelowna's Live/Work/Play Neighbourhood

Supports a healthy and diverse mix of use

Most complete walkable neighbourhood in Kelowna

Back to the drawing board!



July 2019 public information meeting

30 attendees and 2 letters of non-support



August 2019

City Staff asks us to go back to the neighbourhood



September 2019 public consultation process begins

Neighbourhood Consultation Process

STEP 1

One-on-one and small group meetings with neighbours and community interests to develop a better understanding of community perspectives.

A promise made to come back before we finalize plans

STEP 2

Take feedback and re-imagine the project to reflect the community's input

STEP 3

Present the 'new' design back to the community stakeholders...

Then along comes COVID-19!

STEP 4

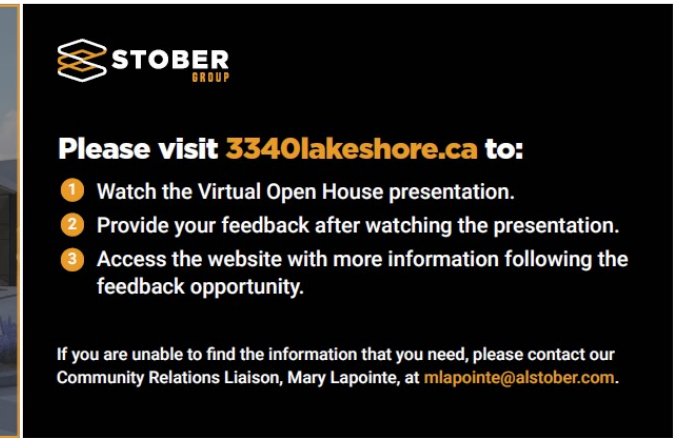
What do we do now?

We ***re-imagine*** the public consultation process!

We created a virtual open house to present the information back to the community and allowed them to provide feedback on what we were proposing to do.

Spreading The Word...

- www.3340lakeshore.ca
- Daily Courier Newspaper print ad
- Postcard drop-off to commercial/retail tenants
- Google Display Network Ads
- Social Media Ads Instagram and Facebook
- Press release picked up by numerous media outlets
- Updated site signage to promote the VOH



Virtual Open House and Participant Feedback

- Campaign Commencement: June 28, 2020 - ongoing
- Number of VOH Site Visits: 11,885 users (to Aug. 14th)
- Number of Website Page Views: 19,803 pages (to Aug 14th)

- Total Responses Submitted to July 21st: 1005
- % of Kelowna Residents 88% (884)
- % Favorable Responses: 81% (814)

Responding to Community Feedback



Added an updates section
to the FAQ section of the
VOH website



Responded via email
directly with each
respondent who provided
contact information

Community Input Summary

LANDSCAPE CONCEPT PLAN

What we heard

- “Too dense and too big”
- Place density away from the lake
- ‘Streetscape’ important
- Not enough Parking!
- Traffic!



Planning Team Response

- Decrease FAR 1.85 to 1.5
- Density oriented to Lakeshore
- Larger setbacks, stunning public realm
- Parking at 125% of required
- Transportation infrastructure improvements

3340 LAKESHORE ROAD | JUNE 2020

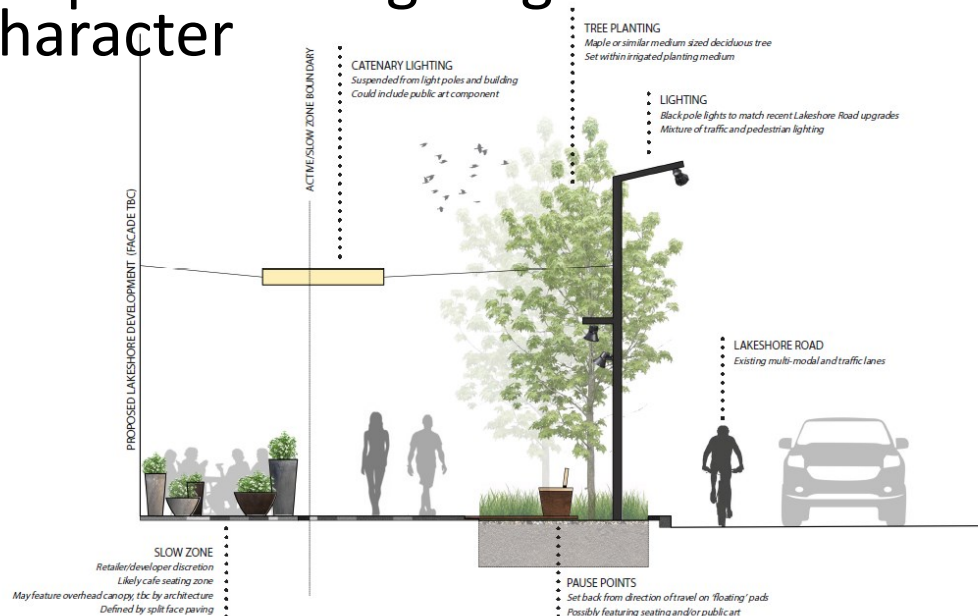
ecora

Community Input

What We Heard

- Scale at the street is important
- Respect existing neighbourhood character

CONCEPT PLAN SEGMENT: TYPICAL SECTION ON LAKESHORE ROAD



Planning Team Response

- Limit podium to 2-3 storeys
- Removal of street walls with setbacks
- Removed a tower from Lanfranco and Watt RD
- Separation of and terracing of built-up forms
- Introduced street oriented townhomes along Watt and Lanfranco

Kelowna's Neighbourhood

What We Heard

- Kelowna residents should be allowed to purchase units first
- No short term rentals

Planning Team Response

- Designed and Developed by a local Team for the local buyers
- C-4



Community Benefits

Enhancing Accessibility



Pedestrian connection from
Pandosy south to Gyro Beach



Lanfranco Road extension from
Lakeshore to Watt Road



Full signalization at Lakeshore
and Lanfranco



Curbside improvements
Along Lanfranco



560M of addition ATC
(Alternate Transportation
Corridor)



Transit stop improvements
along Lakeshore

Community Benefits

CREATING COMMUNITIES



Residential Ownership opportunities



500 new residents to the neighbourhood



Public Art Opportunities



Fascieux Creek Linear Park



New independent retail and services



Street-oriented Restaurant and café opportunities



New 'pocket parks' and pedestrian gathering spots



Connecting Gyro Beach to the rest of Pandosy

Community Benefits

ECONOMIC CONTRIBUTION



22,000 SF Retail
And commercial
services



322 new homes



400+ jobs created



\$1.6m+ Annual
Property tax revenue



\$8.0M+ in DCC's

The Last Word

- The site has been designated for MXR with a C-4 within the OCP for many years.
- C-4 is the appropriate use for this large, centrally located property.
- We have engaged with and listened to the community.
- We have developed a high quality plan that resonates.
- We are providing significant community benefits in conjunction with the requested approval.
- This approval will provide us with the direction and guidelines necessary to take this project through the DP process

