



April 7, 2021

Robert Miles
OCP Project Planner
City of Kelowna

RE: OCP COMMENTS

Robert,

As per our conversation of March 25th, URBA's Board of Directors are pleased to submit its comments regarding the updating of the city of Kelowna's Official Community Plan 2040. Generally speaking, URBA is very pleased to see the city's vision with regards to densification rather than urban sprawl by identifying Rutland as one of the city's Urban Centres. It will create a vibrant 'downtown Rutland' with appropriate amenities, infrastructure and transportation networks.

URBA looks forward to partnering with the city of Kelowna, School District 23, Ministry of Transportation and Infrastructure to make this vision come to reality, as per Maps 4.6 (Building Heights) and 4.7 (Street Character).

URBA is encouraging the city to add more detail to explain why it is encouraging development to 12 storeys on Rutland's high streets. As it was explained in the March 25th meeting, the rationale was designed to encourage developers to use timber framing as it is more cost effective – this should be identified within the OCP. In addition, the OCP (or perhaps in another document), should encourage developers to apply for **more than** 12 storeys, possibly up to 16 storeys so they can make their profit accordingly. Yes, it would also mean Council would have to amend the OCP to accommodate these additional storeys.

Furthermore, URBA is pleased to see the city give Rutland Urban Centre priority focus as it begins the roll-out of the OCP.

Below is a summary of comments for your review.

CHAPTER 4

- 1) **Policy 4.1.5 – Post Secondary Institutions & Policy 4.2.4 & Policy 4.3.2 – Major Civic & Cultural Facilities – Urban Centre school sites:** URBA can support by continuing to facilitate between the city & school district re: Rutland Middle School & a **community theatre & possibly a study hall for UBCO students** (ie. Lake Country's high school & community theatre a success).

Related to above, there is opportunity for URBA to establish and manage a collaborative workspace within its office space although it must be noted this would not occur within its current office space.

- i. URBA does not encourage the city and School District 23 to allocate the Mara Lumber property on Highway 33 for future school property. It will create intense traffic and safety issues for children and parents who must drop off and pick up their children.**
- 2) Policy 4.1.7 – Temporary & Mobile Uses & Policy 4.9.2:** URBA would support establishing a farmer’s market or something similar. Parklets along Highway 33 would beautify it and provide desperately needed green space which aligns with one of URBA’s official mandates of beautification as outlined the province’s Community Charter of Business Improvement Associations.
- 3) KEY FOR URBA TO BE INVOLVED; ASSIST WITH MARKETING RUTLAND TO DEVELOPERS LOCALLY, PROVINCIALLY, NATIONALLY:**
 - i. Objective 4.6 –** Focus new development in Rutland strategically to create a new high-density hub to support improved services & amenities.
 - ii. Policy 4.6.3 –** Revitalization Tax Exemption: URBA can assist to market this to developers. Also, the recently increased Floor Area Ratio for Rutland.
 - iii. Policy 4.12.2 –** Displacement effects of regentrification & **Policy 4.13.1 –** Protection of existing rental stock
- 4) Policy 4.14.1 –** Streets as gathering places: URBA can support restaurant patios, pop up parks, parklets
- 5) Policy 4.17.2 –** Highway Permeability & **Policy 4.17.3 –** Transportation Networks: URBA can keep Highway 33 on both CofK & MOTI on their radar; send supporting letters when necessary.
 - i. Regular maintenance, including beautification,** of the highway is critical to building and attracting business and people to Rutland.
 - ii. For city consideration: Movement of commercial goods along McCurdy & Rutland Roads; Highway 33, as a higher priority.**
- 6) Objective 4.18 –** Create urban streets that are attractive to live, work & shop on – **HUGE FOR URBA! How can URBA facilitate street closures, if possible? What street(s) would work, if any? What could be the alternative in Rutland?**
 - i. Emphasize FREE PARKING IN RUTLAND**
 - ii. Street trees & planted boulevards – high priority – similar to Ethel, Abbott Streets, Granville Street in Vancouver**
- 7) Objective 4.23 –** Cultural infrastructure – URBA will continue with Murals and create a Mural Festival...but what can URBA do when they are completed?

CHAPTER 16

- 1) **Objective 16.3** (Strategically deliver on implementation actions); **Policy 16.3.2**
IMPORTANT for URBA to be involved: **Neighbourhood Planning Prioritization**: KEY for Rutland:
a) expected level of development b) community amenities c) define civic priorities
 - Questions: How will the prioritization of these items above be accomplished?
Define what a civic priority is?
URBA advocating for community theatre attached to Rutland Middle School;
possibly include UBCO study hall.

- 2) **Re: Figure 16.1 Implementation Actions:**
 - i. **Item #12 & Policy 4.6:** When should the city & URBA consider an expansion of the BIA? It would be worth considering aligning it with the boundaries of the Rutland Urban Centre, as identified Map 4.7. URBA could research and possibly present to council Spring 2023 budget review cycle as URBA's fifth year in the five-year budget cycle ends 2022.
 - ii. The BIA boundary has never been expanded; this exercise would be a first for both the city & URBA. The research could be conducted by summer students from both organizations.

- 3) **Figure 16.1, Item #15:** Similar to this item, will there be, or is there already, a similar plan for the industrial area at the North end of Rutland Road & Sexsmith area? For further industrial development. During the March 25 meeting, Robert confirmed the city will be focussing on the Winfield Industrial Park for future industrial development. **URBA supports industrial development as it will mean investment in Kelowna which leads to increasing employment.**

- 4) **Figure 16.1, Item #20 & Policy 5.3.3**
URBA would be pleased to be involved to develop a Terms of Reference guide for developers for the Rutland area. And help market it and be a support or partner however the city deems it most appropriate.

Highlight the value of developing in Rutland:
 - i. Tax exemptions
 - ii. Floor Area Ratio
 - iii. Water table higher can build more stories
 - iv. Other? To be discussed

- 5) **Item #31, Policy 4.6.3 Rutland Tax Exemption Bylaw**
Updating the Revitalization Tax Exemption Bylaw – please keep URBA in the loop!

- 6) **Items #34-40 Housing & Community Well-being**
URBA will offer support to the city on these initiatives to help 'get the word out' to the business community as necessary.

- 7) **Item #49 – Transportation Safety Strategy**
URBA can assist with identifying neighbourhoods & streets within Rutland that need attention most.

- 8) URBA can offer assistance to the city, based on URBA's experience re: gathering data for the OCP moving forward.
 - i. Encourage the city to start manipulating current data available & furthermore, creating meaningful databases for future analysis. ie) suggest adding a line on Business License application re: number of FT & PT employees.

Thank you for giving URBA the opportunity to submit its comments as part of the process to updating the Official Community Plan. The Board of Directors looks forward to hearing from the city of Kelowna regarding collaboration on the bright future of Rutland.

Sincerely,

Jamie Needham, President
On behalf of the Board of Directors, URBA

cc. Councillor Brad Sieben