



Our Kelowna: As We Play Parks Master Plan

Presentation: First Phase and Public Engagement

October 25, 2021

Parks Master Plan

- ▶ City Parks System - Background:
 - ▶ Mix of topography, ecosystems & cultures.
 - ▶ Variety of parks & amenities that play important roles in our lives.
 - ▶ As demonstrated during COVID-19 pandemic:
 - reliance on our parks, trails & waterways.
 - ▶ Contributes to Kelowna's unique 'identity' .
 - ▶ Remarkable sense-of-place.
 - ▶ Distinctive four-seasons activities & events.
 - ▶ Regional, national & international tourism draw.



Parks Master Plan

► Purpose:

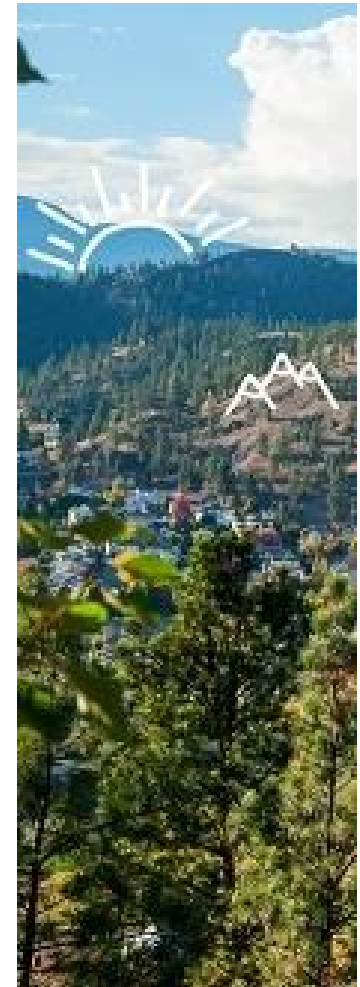
► To serve as a municipal planning framework.

► To help guide Council and City staff:

- Long-term & near-term decisions for park revitalization or redevelopment projects
- Over the next 40 years.

► Plan will include:

- Vision & key principles – w/ success measures.
- Emerging demographics, trends & park amenities.
- User experiences & priorities.
- Site plans & mapping.
- Financial stratagems & partnerships.



Parks Master Plan

▶ Three Phases:

▶ Phase 1 – **Plan of Direction**

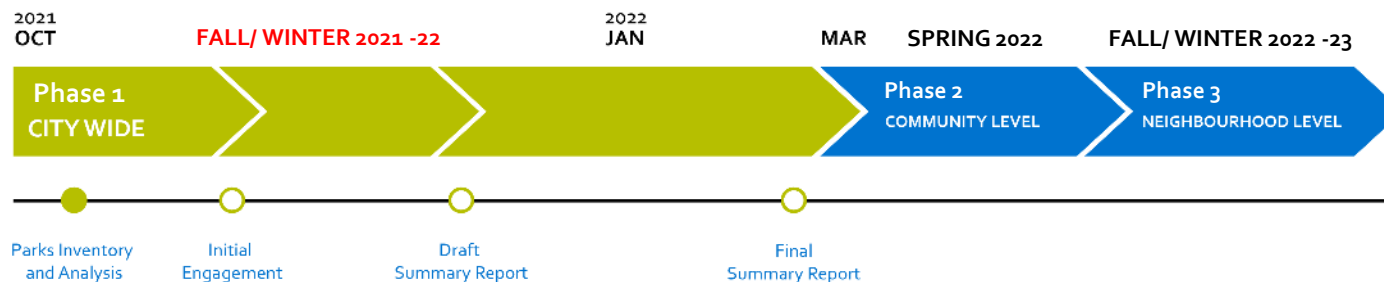
- ▶ 'City-wide' parks analysis & documentation (Fall 2021/ Winter 2022)

▶ Phase 2 – **Strategic Moves**

- ▶ 'Community' parks analysis & documentation (Spring 2022)

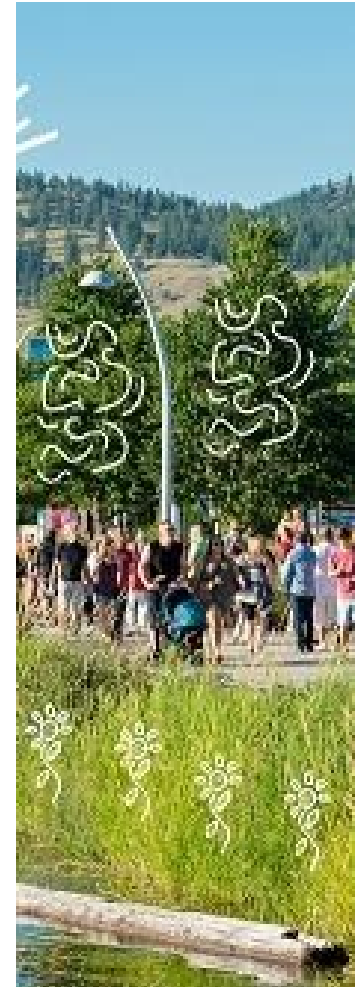
▶ Phase 3 – **Plan Adaption**

- ▶ 'Neighbourhood' parks analysis & documentation (Winter 2023)



Parks Master Plan

- ▶ Phase 1 - Public Engagement
 - ▶ Engage community to inform about:
 - ▶ Master-planning process.
 - ▶ Kelowna's active parks classifications.
 - ▶ Capture City park topics & interests.
 - ▶ Learn outdoor recreational trends
 - ▶ Determine user demands.
 - ▶ Establish priorities for the parks system.

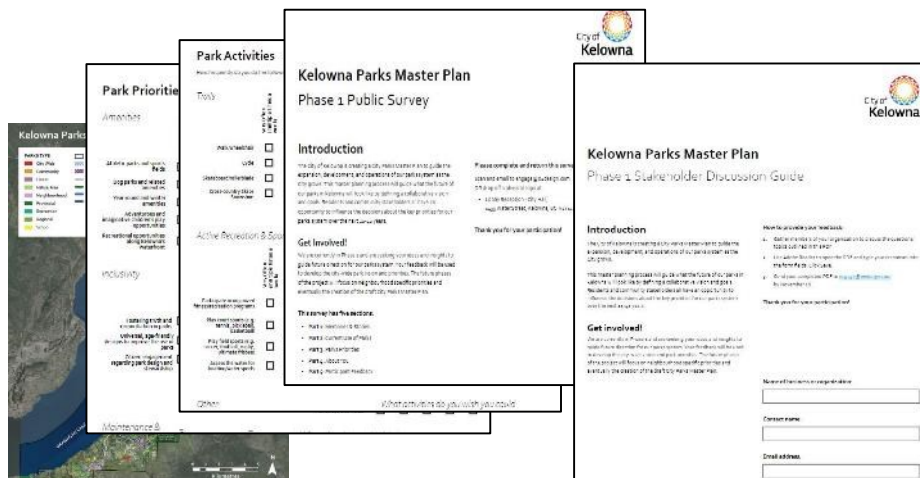


Parks Master Plan

► Phase 1 - Public Engagement

► Digital-first tools & analog options:

- Kelowna's *Get Involved* hub
- On-line Surveys (citizens)
- Downloadable Home Survey (families)
- Group Discussion Booklet (groups)
- Engagement Signs w/ QR Code
- In-Park Signs & Posting Boards
- Virtual Workshops



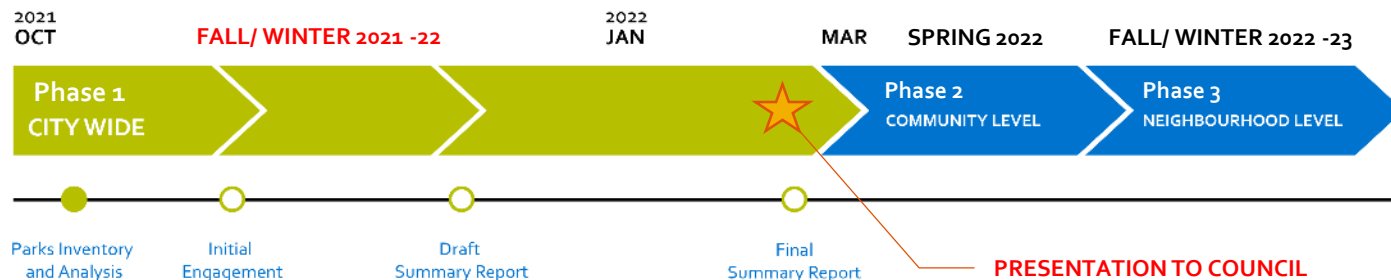
Parks Master Plan

► Next Steps:

► Presentation to Council:

- Early 2022
- Summary of Parks Master Plan – Phase 1

► Approval to Proceed into Phase 2.





Questions?

For more information, visit kelowna.ca.