

North End Neighbourhood Plan

Engagement summary report: Phase 3

August – October 2023





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Engagement overview

The North End Plan (NEP) will guide the growth and evolution of the North End neighbourhood over the next 20 years and beyond. The Plan will include direction on the land use mix—including housing, shops and services, and employment—improvements to parks and public spaces, transportation solutions, and municipal utilities to service growth.

This report focuses on feedback received through public engagement activities taking place from August to October 2023 on neighbourhood concept plans.

Engagement approach

Engagement set out to inform and seek feedback on three unique neighbourhood concept plans. The concepts were presented online, and residents were invited to share feedback via survey. Staff also hosted three information sessions in October where residents were able to learn more about the concepts and ask questions.

Limitations

While a variety of tactics were used to reach a diverse range of citizens (see: public outreach), results from open surveys such as those provided do not represent a statistically significant, random sample of all Kelowna citizens. Due to the opt-in and open nature of participation, results do not necessarily reflect the views of all Kelowna citizens. Advertising efforts spanned a number of channels, including news releases, social media, e-newsletters, and traditional media. Additional efforts were made to connect with harder-to-reach communities and via service providers and community liaison networks; however, under-represented groups and individuals remain under-represented in the overall results. Additionally, results may not be representative of groups experiencing the greatest housing need, including those experiencing homelessness or accessing housing with supports.

Participation at a glance



~9000
engagement site visits

Between August and October 2023, there were nearly 9,000 visits and 6,000 unique visitors to the North End Plan project page on Get Involved.



~300
survey submissions

During this same period, nearly 300 residents completed the survey to share their input on neighbourhood concepts.



~550
information session attendees

Over three days in October, staff met with approximately 550 residents who wanted to learn more about the concepts, discuss concerns, and ask questions.



What we heard

Consistent with the feedback heard during engagement for Imagine Kelowna, the 2040 Official Community Plan and earlier phases of engagement for the North End Plan itself, residents continue to value parks and waterfront access, vibrant public spaces, housing affordability, shops and services that cater to day-to-day needs, and amenities that meet the needs of all variety of residents.

Some comments received from the public fall outside of the scope of the project, and are captured within this report, but will be considered separately. Comments specific to the site design of the former Tolko Mill site will be shared with the site's development team and will inform their site planning process through the Mill Site Area Redevelopment Plan (ARP).

Key themes



Parks & Green Spaces

Respondents strongly desire maximizing park and green spaces in the neighbourhood, and showed greatest support for the following: a continuous waterfront park and pathway from Knox Mountain Park through to downtown; and the introduction of park and green features on both Kingsway and Okanagan Blvd.



Housing

Participants were generally supportive of additional neighbourhood growth and housing, including townhousing and low-rise apartments at strategic locations, with a preference for keeping this growth to the periphery of existing residential areas, and along major corridors. Participants wanted to ensure there was a mix of housing—including affordable housing—to serve families and individuals of all life stages and income levels.



Transportation & Traffic

Concerns arose over potential traffic congestion, parking availability, and pedestrian safety, with calls for improved transit service as well as better neighbourhood connectivity through improved cycling infrastructure and multi-use pathways. Requests for traffic calming measures and enhanced parking solutions also surfaced.



Shopping & Amenities

Respondents emphasized the need for additional shopping options, particularly groceries, and supported incorporating small independent stores that match the local character. Support for expanding craft industry in the neighbourhood was also shown.



Neighbourhood School

Respondents spoke of a distinct need for a neighbourhood school—especially with the influx of new housing and families that is expected. More residents favoured the school's location at Walrod Park over the Mill Site.



Mixed-Use Hub

Respondents voiced enthusiasm for the Mill Site redeveloping as a community hub with shops, services and community facilities as well as recreation and entertainment opportunities. Residents are hopeful the site will feature generous public space—including a substantial waterfront park and public lake access—that is open and welcoming to all. Some concerns were raised that the site may be dominated exclusively by housing and amenities that serve only the few.

Resident survey

The first part of the resident survey asked respondents what they liked about each concept and what they felt needed improvement. The following summarizes respondents' response to these open-ended questions.

Concept 1 | What people liked

Parks & Green Spaces (169 responses)

Respondents appreciated the proposed parks and green spaces, including the waterfront park on the Mill Site, the pocket parks and beach access on Manhattan Point, the addition of green and parks elements (parks-on-streets) on Kingsway, and the expansion and improvement of Walrod Park. Others supported the neighbourhood's enhanced walkability, cycling infrastructure, and traffic calming measures.

Housing Density & Variety (96 responses)

Respondents who liked this concept favored the preservation of the neighbourhood's existing character, preferring low-to-medium housing density without "too many" apartment buildings. Others thought the proposed neighbourhood growth on Manhattan Point was the "least disruptive" approach to the existing homes there.

What could be improved

Parks & Green Spaces (120 responses)

Recommendations included continuing and expanding the waterfront park and public beach access areas throughout Manhattan Point, though a small number of respondents opposed any expansion of public space on the Point. There was also a strong desire for more green and open spaces, particularly compared to the other concept plans. In connection to this, several respondents objected to the fact that Brandt's Creek was not signaled for widening and improvement as it is in the other concepts. Finally, some asked for safety-related improvements to the Rail Trail.

Residential Area (119 responses)

Some respondents felt the plan could offer more neighbourhood growth in existing residential areas, particularly in the northeast residential area with additional low-rise housing. Others wished for a greater mix of uses and increased shopping opportunities in existing residential areas.

Traffic & Transportation (76 responses)

Respondents raised concerns regarding potential road congestion and parking shortages, underscoring the need for diverse transportation options like public transit, robust biking infrastructure, and pedestrian-friendly streets. Several respondents advocated for improved connectivity between the waterfront, Knox Mountain Park, and downtown, as well as between the Mill Site and the Northeast residential area.

Industrial Zone (41 responses)

Respondents were in favour of preserving the industrial land within most of the existing designated area and maximizing the amount of industrial services and jobs. Some respondents suggested extending the Craft Industrial district beyond the area signaled in this concept.

Mixed-Use Hub (33 responses)

The proposed mixed-use approach for the Mill Site garnered support, with requests for additional waterfront shopping, dining and recreation options, and hopes that the proposed hub becomes a vibrant community centre.

[I like] Increased access to the lake along Manhattan. Townhomes along Ellis seems like a logical place for density. Revitalization of the park on Walrod will actually have the community use the space. Love the idea of the green corridor along Kingsway. – Survey respondent

Maintains more of the character of the present North End - Survey respondent

Mixed-Use Hub (54 responses)

Some respondents found the Mill Site plans vague and sought more details about the planned shops, services and amenities. A handful of respondents wanted indoor or covered farmers and craft markets at the Mill Site, as well as enhanced entertainment options. A few expressed a desire for expanded mixed-use areas throughout the broader neighbourhood outside of the Mill Site.

Industrial Zone (36 responses)

Some respondents called for a reduction in heavy industrial and intensified industrial uses within the neighborhood—with a corresponding expansion of other varieties of commercial use (including craft industrial, industrial mixed-use, and office) as well as more housing.

School (17 responses)

A few respondents emphasized the need for a school, given the expected increase in housing and the neighborhood's appeal to young families, noting the school proposed in Concept 2 adjacent Walrod Park.

It is overall unambitious. It doesn't provide much in the way of densification anywhere else compared to the other options. I feel it under utilizes Manhattan point. Doesn't increase density or add enough to the missing middle in the northeast residential zone. - Survey respondent

It lacks a school and the improvement of Brandt's Creek. There's no expansion to Craft Industrial. - Survey respondent

Concept 2 | What people liked

Parks & Green Spaces (164 responses)

Respondents appreciated the extension of the waterfront park from the Mill Site west to the very tip of Manhattan Point. In addition, respondents approved of the upgrades to Walrod Park and the widening and improvement of Brandt's Creek. Others liked the improved connectivity via the Okanagan Blvd. Greenway. In connection with this, respondents liked the improved walkability and cycling connectivity of the neighbourhood.

Housing Density & Variety (89 responses)

Some respondents endorsed this concept plan's increase in housing variety and density while maintaining their preference for low-rise apartment forms. Support for townhousing surrounding the expanded and improved Walrod Park with school site was prominent. Meanwhile, the Okanagan Blvd. Greenway and its incorporation of low-rise apartments received some support.

What could be improved

Housing (119 responses)

While some endorsed the housing density increase, others raised concerns about the proposed neighbourhood growth in the existing residential areas. Concerns centered on the neighbourhood's character and congestion issues. However, other respondents took the opposite view, and advocated for more low-rise apartments throughout the neighborhood.

Parks & Green Spaces (100 responses)

While many respondents liked the Okanagan Blvd. Greenway, many also asked that the parks-on-streets treatment on Kingsway be kept in this concept. Also, while respondents supported the extension of the waterfront park west to the tip of Manhattan Point, there were calls for further expanding park access around the tip of the Point to create a continuous waterfront park in the area—completing the connection to Rotary Marsh Park. At the same time, a small contingent of respondents objected to any increase in public park space and beach access on Manhattan Point. Finally, respondents suggested continuing the naturalization and improvement of Brandt's Creek east to Gordon Dr, citing the opportunity to create an enhanced green and wildlife corridor adjacent the Rail Trail.

Do a similar multi use corridor to Okanagan Blvd on Kingsway -- Add similar density (3 - 4 stories with walk ups). It would be incredible if the kids living along these roads didn't need to worry about cars and it could be an extension of open space for them to plan and community to build without cars getting in the way. – Survey respondent

The idea for the foot bridge extending to Rotary Park would be great to incorporate in this plan.- Survey respondent

Employment & Industry (68 responses)

Respondents favored the new business hub next to the Mill Site as well as the proposed mixed-use industrial area along the northern border of the industrial area. In addition, support was shown for expanding the craft industrial area to the west, putting it in closer proximity to the Mill Site. Respondents also appreciated the potential for increased employment opportunities and the opportunity to attract small, independent businesses.

School (68 responses)

The proposed school garnered strong support, with respondents particularly enthusiastic about its proximity to the expanded and improved Walrod Park.

I like the activity hub, school and improvement to Walrod Park. The Greenway on Okanagan Boulevard nicely links the recreation hub to the Mill Site. There are some improvements along Brandt's Creek. It's great to have our current waterfront park linked to the Mill Site. – Survey respondent

I like the greenway between the low-rise apartments, seems quite attractive. The full beach access to the point with low-rise apartments feels like a better approach for a city sorely needing more housing solutions. The business hub is interesting, especially if it could reduce the amount of people traveling out of the area either for work/shopping/entertainment – Survey respondent

Traffic & Transportation (58 responses)

Respondents raised concerns about potential increased traffic and parking shortages due to proposed housing density. Some respondents voiced similar concerns about adding a school near Walrod Park. Recommended solutions included improving the road network as well as reducing car dependency through a robust cycling network, enhanced walkability, and improved public transit service – particularly between the neighbourhood and the downtown.

Industrial & Business Areas (55 responses)

Respondents had mixed views on including industrial mixed-use in the vicinity of Brandt's Creek along Recreation Ave. While some supported this use in the area, others cited housing as a more appropriate use along this corridor (as is the case in Concept 3). Also, some questioned the need for an area specifically for office development, given the increase in work-from-home during and since the Covid-19 pandemic.

Grocery Shopping & Services (14 responses)

Some respondents highlighted the need for additional grocery shopping options and daily amenities in anticipation of population growth.

Concept 3 | What people liked

Parks & Green Spaces (148 responses): Respondents highly appreciated the incorporation of parks and green spaces, particularly the parks-on-streets on both Okanagan Blvd. and Kingsway; the widening and improvement of Brandt's Creek; and the expanded waterfront park on the western portion of Manhattan Point where sandy beaches are deepest. Respondents also showed support for the bridge connection linking Manhattan Point to Tugboat Beach and on to downtown.

Housing (85 responses): Respondents found the proposed housing density and variety favorable, with strong support for low-rise apartments along Recreation Ave. next to Brandt's Creek.

Industrial & Business Hubs (62 responses): Respondents welcomed the expansion of the Craft Industrial area to the east, putting it in closer proximity to the Rail Trail. Respondents also showed support for the addition of the business hubs to ensure more office employment opportunities in the area.

School (27 responses): Some respondents liked the idea of a school on the Mill Site due to its proximity to higher-density housing and distance from the existing Bankhead Elementary School.

I like how the Parks on Streets on Kingsway and Okanagan Boulevard perfectly link all areas of the recreation hub, the Mill Site, and the Industrial sector. I like the improvements to Brandt's Creek and Recreation Avenue. The area for Industry and Employment seems just right and I am in favour of the expansion of Craft Industrial. - Survey respondent

I like the combined treatment of Kingsway and Okanagan, combining to form an Active Transportation network for the neighbourhood. I like the idea of zoning for housing along the north side of Brandt's Creek between Ellis and Richter and the possible rehabilitation of the creek there. I like the trade-off of park space on Manhattan Point, with more waterfront parks instead of Jack Brow Park. I like the expansion of the craft industrial zone eastwards. I like the detail about the connection of waterfront space around Manhattan Point to Rotary Marsh Park. I like the selective but not limited introduction of denser housing forms. - Survey respondent

What could be improved

Housing (101 responses): There were some reservations about the overall increase in neighbourhood growth throughout the area, as respondents cited the need to minimize traffic congestion and preserve street parking. Some expressed reservations about mid-rise apartments near the waterfront along Ellis St and on Manhattan Point. Meanwhile, other respondents expressed the opposite view, and suggested the existing residential areas could stand to see an even greater increase in housing than what was proposed.

Traffic & Transportation (51 responses): Respondents reiterated previous concerns about parking availability, car dependency, and traffic congestion. Some emphasized the need for extensive multi-use paths, walkable streets, and improved public transit service. Others advocated for an improved road network.

Parks & Green Spaces (50 responses): Some respondents called for an increase in waterfront park on Manhattan Point, wanting to see a full waterfront park connection between the Mill Site and Rotary Marsh Park. Meanwhile a small contingent of respondents objected to any increase in waterfront park space on Manhattan Point. Others wanted to increase the amount of green and open space generally. Some also wanted to extend the naturalization and improvement of Brandt's Creek further east to Gordon Dr.

Business Hubs (36 responses): Some respondents disapproved of the proposed business hubs, citing concerns over office vacancies and the ongoing trend of remote working.

School (27 responses): Some respondents expressed concern over the potential traffic congestion a school on the Mill Site may cause. Some respondents also proposed the downtown as a more suitable location for a school.

Grocery Shopping (9 responses): A few respondents reiterated the need for more grocery shopping choices and daily conveniences.

Add the Okanagan Blvd greenway; perhaps shift the school back over by Walrod, not sure it fits in the mill site area. - Survey respondent

A complete connection along the waterfront along Manhattan Point. - Survey respondent

Increased restoration of Brandt's Creek - further east along the rail trail to Spall, with emphasis placed on biodiversity and tree canopy cover. - Survey respondent

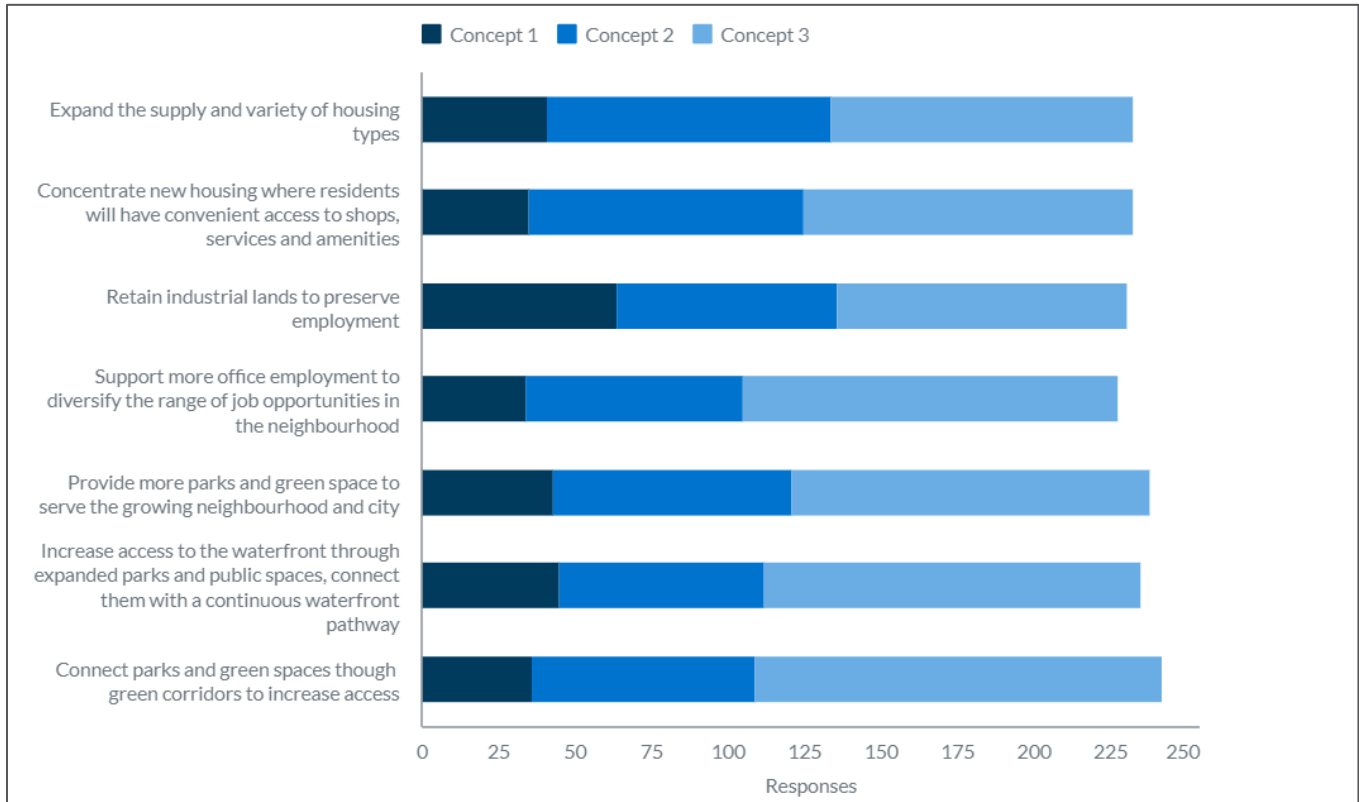
North End Plan Objectives

For the next section of the survey, residents were asked a series of questions pertaining to a list of North End Plan Objectives.

First, respondents were invited to compare the three concepts on how well they fulfilled each of the Objectives.

When it came to the Objective of expanding the supply and diversity of housing, Concepts 2 and 3 scored nearly evenly. For the remaining Objectives, Concept 3 consistently outperformed the other two concepts.

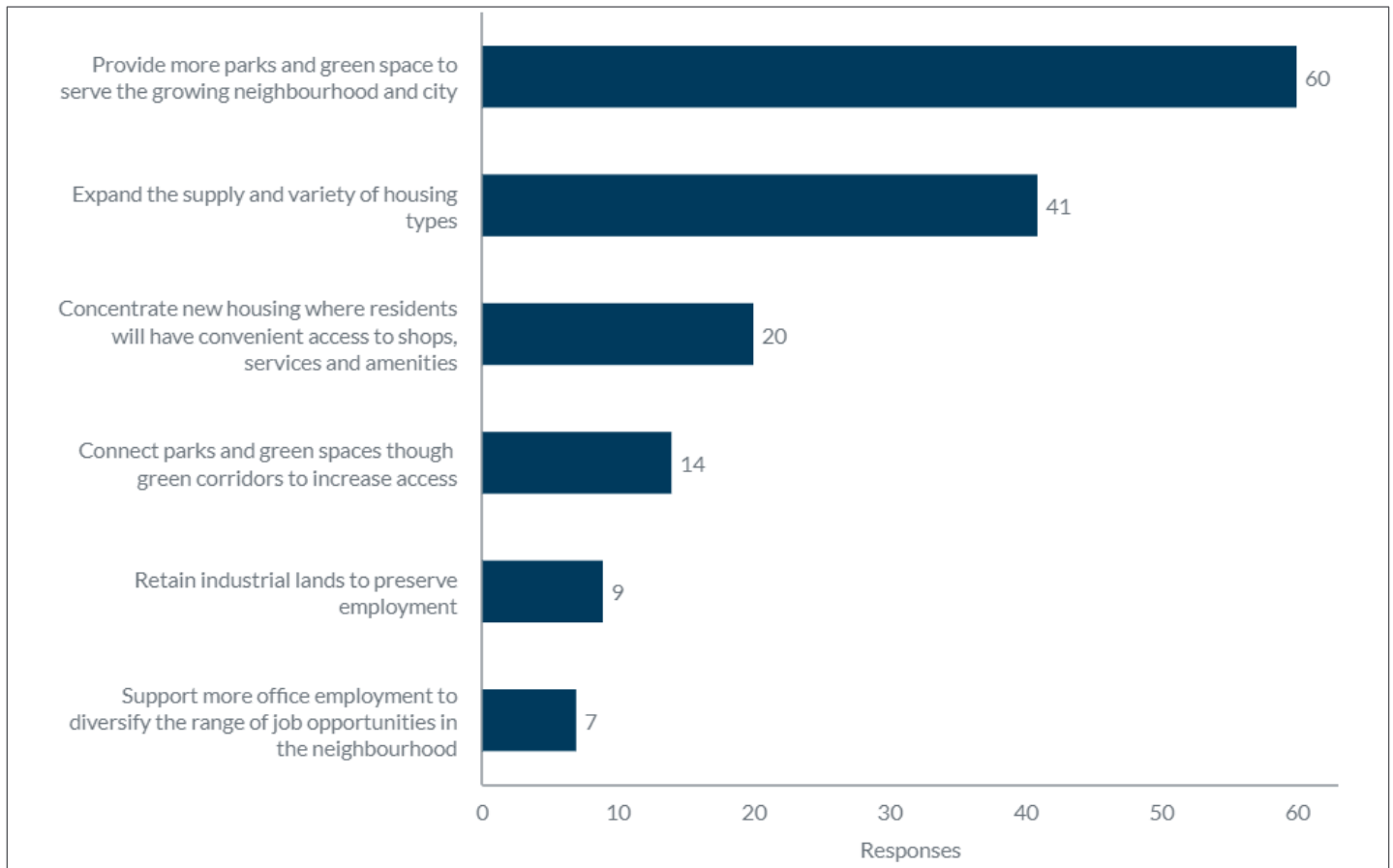
Which concept best achieves the following objectives?



	Concept 1	Concept 2	Concept 3	Count
Expand the supply and variety of housing types	17.60% 41	39.91% 93	42.49% 99	233
Concentrate new housing where residents will have convenient access to shops, services and amenities	15.02% 35	38.63% 90	46.35% 108	233
Retain industrial lands to preserve employment	27.71% 64	31.17% 72	41.13% 95	231
Support more office employment to diversify the range of job opportunities in the neighbourhood	14.91% 34	31.14% 71	53.95% 123	228
Provide more parks and green space to serve the growing neighbourhood and city	18.07% 43	32.77% 78	49.16% 117	238
Increase access to the waterfront through expanded parks and public spaces and connect them with a continuous waterfront pathway	19.15% 45	28.51% 67	52.34% 123	235
Connect parks and green spaces through green corridors to increase access	14.88% 36	30.17% 73	54.96% 133	242

Next, participants were asked to rank the Objectives in terms of which should be prioritized most moving forward in the planning process. Objectives related to parks received strongest support, as top choices included both “Increase access to the waterfront,” as well as “Provide more parks and green space”. Housing objectives also received significant support—and especially the Objective aimed at “expanding the supply and variety of housing types”.

Rank the following objectives in order of importance



	1	2	3	4	5	6	7	Avg rank
Increase access to the waterfront through expanded parks and public spaces and connect them with a continuous waterfront pathway	37.50% 87	19.40% 45	18.97% 44	7.76% 18	6.03% 14	6.47% 15	3.88% 9	2.60
Provide more parks and green space to serve the growing neighbourhood and city	26.09% 60	26.52% 61	17.39% 40	9.13% 21	10.43% 24	5.65% 13	4.78% 11	2.87
Expand the supply and variety of housing types	18.47% 41	7.66% 17	10.81% 24	21.62% 48	17.57% 39	12.61% 28	11.26% 25	3.95
Concentrate new housing where residents will have convenient access to shops, services and amenities	8.93% 20	11.61% 26	12.50% 28	27.68% 62	20.54% 46	11.61% 26	7.14% 16	4.03
Connect parks and green spaces through green corridors to increase access	6.14% 14	25.44% 58	29.82% 68	11.84% 27	12.28% 28	7.46% 17	7.02% 16	3.49
Retain industrial lands to preserve employment	4.07% 9	5.88% 13	5.43% 12	9.95% 22	12.22% 27	23.98% 53	38.46% 85	5.46
Support more office employment to diversify the range of job opportunities in the neighbourhood	3.14% 7	6.73% 15	6.28% 14	11.66% 26	19.73% 44	29.15% 65	23.32% 52	5.19

Final Thoughts

To close the survey, participants were asked whether there was anything missing from all three concepts, and whether they had anything to add.

When it came to feedback on things respondents felt were missing from the concepts, several themes heard earlier re-emerged:

Parks & Green Spaces (69 responses)

- Respondents reiterated their desire for more parks and greenspaces generally, with many focusing their attention on the waterfront in particular. Numerous respondents voiced a desire to see a continuous waterfront park and pathway to connect Knox Mountain Park through to downtown.
- Other respondents asked for a continuation of the naturalization and improvement of Brandt's Creek further east to Gordon Dr.
- Some asked for more dog parks.

Traffic & Transportation (68 response)

- Respondents stressed that the plan must account for the added neighbourhood growth and help reduce car dependency and congestion by offering alternative, sustainable transportation options.
- A smaller cohort requested improving and expanding the road network and adding parking and parkades, particularly at the Mill Site.

Housing (56 responses)

- Respondents continued to express mixed views about the proposed neighbourhood growth. Some worried about new developments "forcing out" long-time residents, preferring to maintain low density with limited low-rise buildings. Others, however, encouraged increasing the housing supply and density.
- Respondents also voiced mixed feelings about adding subsidized and supportive housing in the neighbourhood.

With respect to concluding thoughts, respondents restated their suggestions regarding parks and open spaces (57 responses), housing density (49 responses), traffic and transportation (30 responses), homelessness (11 responses), and grocery shopping and other daily amenities (10 responses). Additionally, some respondents showed appreciation for the City and planning team's efforts in creating the concept plans and seeking resident input (21 responses). A few respondents found the survey platform challenging to navigate, wished to have the ability to view all three concept plans simultaneously, and recommended more explicit definitions of the main differences between them.

Groceries & Other Amenities (37 responses)

- Respondents stressed the need for grocery shopping options in the neighbourhood,.
- Others wished for better access to daily conveniences such as a doctor and dental clinics and retail stores.

Mill Site (22 responses)

- Respondents felt the proposed uses for the Mill Site were unclear and inquired about the planned amenities and services.
- Others specifically requested community, recreational and entertainment uses be included on the site.

Boating (8 responses)

- Some respondents asked for a marina and public boat launch, while others asked for better access and facilities for non-motorized boating.

Homelessness (8 responses)

- Some respondents argued that the proposed plans did not adequately address homelessness in the area, and asked that this issue be resolved.

All of the waterfront should be available to everyone. Don't squander the last nearby waterfront on housing, especially not expensive single-family homes so that only the rich can enjoy them. Move the housing farther back from the waterfront. Put something special into this area! Not just more housing and industry. And we need a public boat launch and dock there, with shops and restaurants nearby for boaters to visit as well as tourists and citizens. - Survey respondent

The greener the area feels the better. This will become a great attraction not only for residents of the city but tourists visiting. Accessibility to the lake both visually and transposition wise is important. City Park is such a strong statement of what Kelowna is and makes such a commitment to the natural parks and public ownership. If we can prioritize the landscape as City park does for the downtown core in the mill site area, we will have [achieved] the goal! - Survey respondent

I'm hoping the mixed use hub will include restaurants and food opportunities as well as small shops and services. I envision something like Granville Island with many small eateries and shops that cater to both tourists and residents. Having many safe bike lanes will be important to cut down on vehicles. - Survey respondent

Information sessions

An information session took place at Okanagan Regional Library on October 14, from 3-6 p.m., and another two information sessions were held at Knox Mountain Park on October 14 and 15 from 9 a.m. to 1 p.m. The events were City-led, with staff from various departments available to respond to questions related to parks, safety, land acquisition, future development, among others. Mill Site representatives were also on site displaying and answering questions on concepts for the Mill Site. This approach enabled residents to learn about concepts plans and have questions answered for both the North End and the Mill Site at the same time. The majority of participants lived in the North End. Nearly 550 people attended over the three days.

Below is a sample of feedback received at the events, which may not be broadly representative of all audiences:

Parks and green space

- Strong desire for parks and green space improvements throughout the neighbourhood.
- Concerns about inadequate parks / public space on the Mill Site. Desire for “Granville Island” or similar on site.
- Concerns about possible impacts to wildlife at Rotary Marsh Park.
- Desire to see the widening and improvement of Brandt’s Creek
- Approval for the expansion and improvement of Walrod Park
- Desire for additional tree canopy and tree protection
- Support for parks on streets and greenways and pedestrian connections

Waterfront access

- Broad support full waterfront park and pathway access from Knox Mountain to Downtown. That said, there were concerns about additional waterfront parks on Manhattan Point on the part of locals (impacts to neighbourhood, impacts to individual property owners); at the same time, there were concerns that private interests may prevent parks from being developed

Transportation & infrastructure

- Concerns over traffic, road capacity and parking impacts due to amount of growth being anticipated for Mill Site and other areas of the North End. General support/desire for traffic calming measures and parking management practices to mitigate this.
- Desire for better transit connections to and from the neighbourhood

Housing & development

- Support for more housing opportunities and density toward the peripheries of the existing residential neighbourhoods (along Ellis St and Recreation Ave); general support and understanding for more infill coming to the neighbourhood
- General support for up to 4-6 storeys in existing residential areas at certain locations
- Concern regarding towers/ and impact to overall neighbourhood (from quiet to busy) were heard, along with concerns regarding lack of preservation of viewscales at Mill Site
- Desire for affordable housing in the neighbourhood; others shared concerns about the future of temporary or supportive housing in the area
- Some concerns about low rise apartment housing along Okanagan Boulevard, but there was also support for this approach, particularly coupled with the Okanagan Blvd Greenway concept

Other

- Support for Walrod Park school site
- Interest in heritage preservation
- Concerns from property owners regarding potential impacts related to changes in future land use designation
- Desire for more commercial and employment opportunities in the neighbourhood\
- Some attendees expressed concerns about current state of outdoor sheltering and criminal activity in the area; concerns that opening up linkages to public spaces may exacerbate issues were also heard



Community partner feedback

This phase of engagement included a meeting with members of Westbank First Nation (WFN). The meeting generated important insights with respect to broader Indigenous interests as well as specific WFN interests in the planning process. For example, WFN members showed support for the protection and restoration of sensitive environmental areas in the Plan Area and nearby vicinity—including Knox Mountain Park, the waterfront and Brandt's Creek. In addition, WFN members expressed a desire to have *syilx* knowledge and culture on display in the neighbourhood. Further input from WFN on the concept plans will be included in the planning process once it is received.

Staff also hosted a series of interviews with other key community partners in September and October in order to understand the perspectives of local business, development, education, environmental and community-serving organizations.

Participants included:

- Interior Health
- Kelowna Downtown & Knox Mountain Neighbourhood Association (KDKM)
- Lived Experience Circle on Homelessness (LECoH)
- Okanagan Collaborative Conservation Program (OCCP)
- School District 23
- Urban Development Institute (UDI)

Feedback from these meetings reflects the different, sometimes opposing, perspectives of the various groups. Out of these interviews, the following feedback related to the three concepts emerged:

Economic development, tourism

- Support for adding more employment opportunities in the neighbourhood to ensure new and existing residents have the opportunity to work near where they live
- Concern that office development may not be viable in the neighbourhood considering the rise in virtual work
- Support for preserving industrial lands in the neighbourhood that have been shown to provide important services and job opportunities
- Concern that while serviced industrial land in the city may be scarce, that housing may be a more suitable use and more pressing need
- Support for the Mill Site as a mixed-use hub
- Concern that the Mill Site may be under-developed, given its desirable location
- Support for the preservation of craft breweries and other craft industrial businesses in the area
- Concern that areas that support numerous craft breweries and other craft industrial businesses must include quality active transportation and transit service to minimize the need to drive to these destinations
- Support for a continuous waterfront park and pathway from downtown to the Mill Site to facilitate access and help draw locals and tourists alike
- Concern over the cost of waterfront properties, and the impact on the taxpayer should the City pursue waterfront parks in the area

Housing & equity

- Support for adding more housing of all varieties to help address the housing crisis, along with concerns about impacts of additional housing density on area residents
- Support for affordable housing, supportive housing, and purpose-built temporary shelter space, paired with concerns about possible impacts given that the North End is already home to several temporary shelters and supportive housing sites

Parks, public space, & schools

- Support for increasing parks and green space in the neighbourhood for a multitude of reasons
- Support for the introduction of a neighbourhood school, with openness to both the Walrod Park and Mill Site locations

Transportation

- Support for the addition of separated bike paths, walkable streets, improved transit service and improved road network to manage additional trips both within the neighbourhood and to and from the neighbourhood
- Concern over potential traffic congestion despite efforts to improve the transportation network and transit service
- Support for measures to calm traffic and prevent parking overflow from the Mill Site

Natural environment

- Support for naturalizing areas of the waterfront, Brandt's Creek and other corridors to address environmental concerns, and provide wildlife habitat and connections

Community Liaison Committee activities

In Fall 2021, North End area residents and businesses—as well as members of the broader community—were invited to submit an expression of interest for the Community Liaison Committee (CLC). Dozens of citizens applied, and final selection was based on applicants' history of community-building through volunteerism and similar activities, as well as a variety of demographic considerations aiming to incorporate diversity among participants.

Members of the CLC attend meetings, offer input, and help facilitate dialogue and information-sharing between the City project team and various individuals and groups within the community. In Phase 3 of the project Staff met and engaged with the CLC on two separate occasions. In the first meeting, Staff introduced the neighbourhood concept plans to the group and brought forward the draft resident survey for the CLC to test and provide feedback on. The feedback was then used to refine the resident survey ahead of the launch of public engagement.

In the second meeting, Staff gave a more thorough presentation of the concept plans to the CLC and elicited feedback from members. Staff also prompted the members to discuss the conversations and feedback they had heard from other residents and groups in the community.

Social media

An independent review of data collected from social media and news outlets showed that between August and October 2023, the online social media discourse about Kelowna's North End Neighbourhood Plan generated few organic interactions (interaction count consists of all social media engagements (posts, tweets, likes, comments, shares, retweets, etc). Sources included: Facebook, Twitter, Instagram, Direct RSS and News Queries (which are collecting information from sites such as news outlets, non-profit organizations, citizen forums, local businesses, public figures or regional sources). Analysis does not include interactions on the City's social media ads.

Most conversations occurred on unofficial channels (93%), primarily led by the 'KelownaNow' and 'iNFOnews Kelowna' news outlets—the remaining share of the discussions derived from the City's primary social media pages. Posts about the plan featured prominently in late July and early August, with several messages announcing the public participation process and inviting residents to partake in City-led information and feedback sessions. Online users showed interest in the proposed plan through 'likes' and 'shares' (30% of all interactions).

Online conversations about the plan surrounded the public participation process yet remained relatively limited; about a third of the interactions indicated tacit support through 'likes' and 'shares,' while commenters expressed a preference to use the Mill Site for an extensive park and voiced concerns about high-rise buildings and traffic.

Conclusion

While views on the concepts were mixed and varied, key takeaways from participants regarding preferences among the concept plans show that there is:

- A strong desire to maximize the amount of parks and green spaces in the neighbourhood—including especially along the waterfront
- Support for additional neighbourhood growth and housing, so long as it is done in a way that is sensitive to the existing fabric in the area, and introduced in a way that allows area residents to experience community benefits
- A need to address increasing traffic and trips with infrastructure improvements that support all forms of transportation, with an emphasis on transit and active transportation
- Support for shops and services that allow residents to take care of day-to-day needs within the neighbourhood
- Support for a neighbourhood school to accommodate a growing population and families
- A need to ensure the Mill Site becomes an active, mixed-use community hub that serves the needs of and is welcoming to all

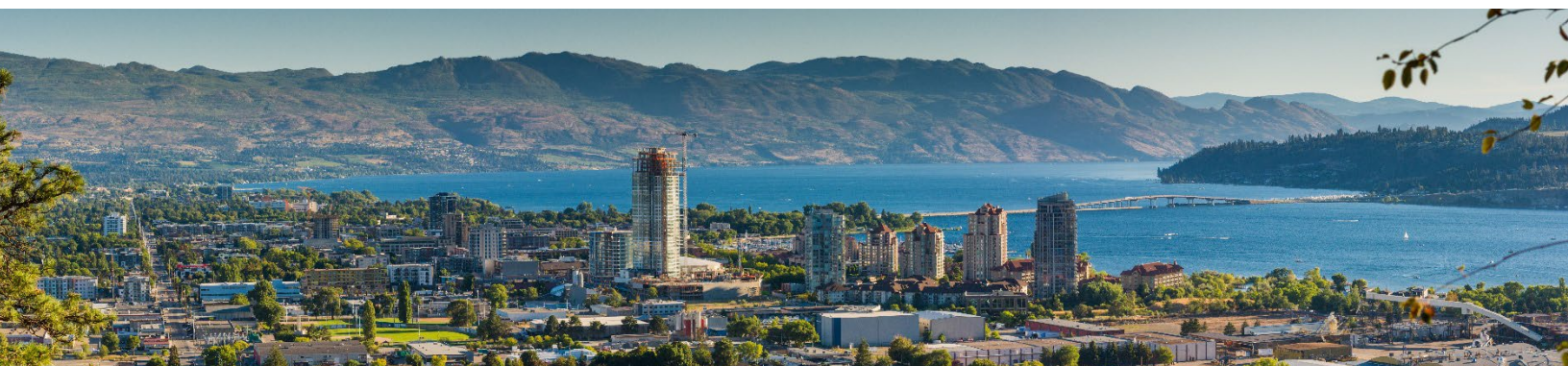
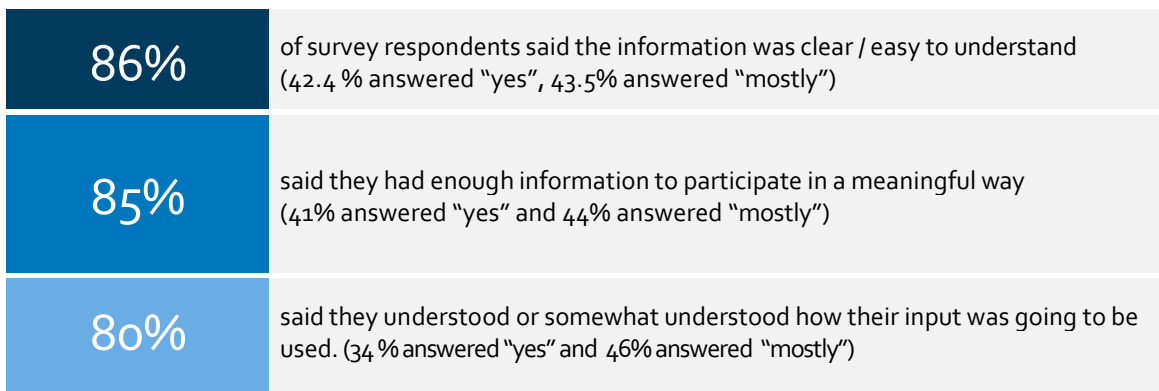
Input received will help shape a preferred concept for the North End, expected in 2024. When the preferred concept is presented for public review, it will be important for residents to understand the purpose and limits of the North End Plan, as well as the level of detail to be expected within a neighbourhood plan. The Mill Site Area Redevelopment Plan's approach to public space, urban design and land use will play a considerable role in ensuring the community's aspirations for the future of the neighbourhood are achieved to the fullest extent possible.

Public outreach

Channel	Reach
Direct Mail	~3000 addresses
Get Involved	Visits: 8,974 views Unique visitors: 5,664 visitors Total followers: 1009 New followers: 56
Daily Courier ads x 4	Average 6,200 subscribers per ad
Social media ads Aug-Oct	592,352 impressions 166,235 reach
Castanet ads	August 1,258,728 impressions October : 682,043 impressions
7 direct email bulletins:	4x News release list: ~4700 subscribers 3x Get Involved lists: 2 sent to 992 project page subscribers 1 sent to 9180 site subscribers
3 community events	~550 total participants October 11 ~146 participants October 14 ~155 participants October 15 ~234 participants

Engagement feedback

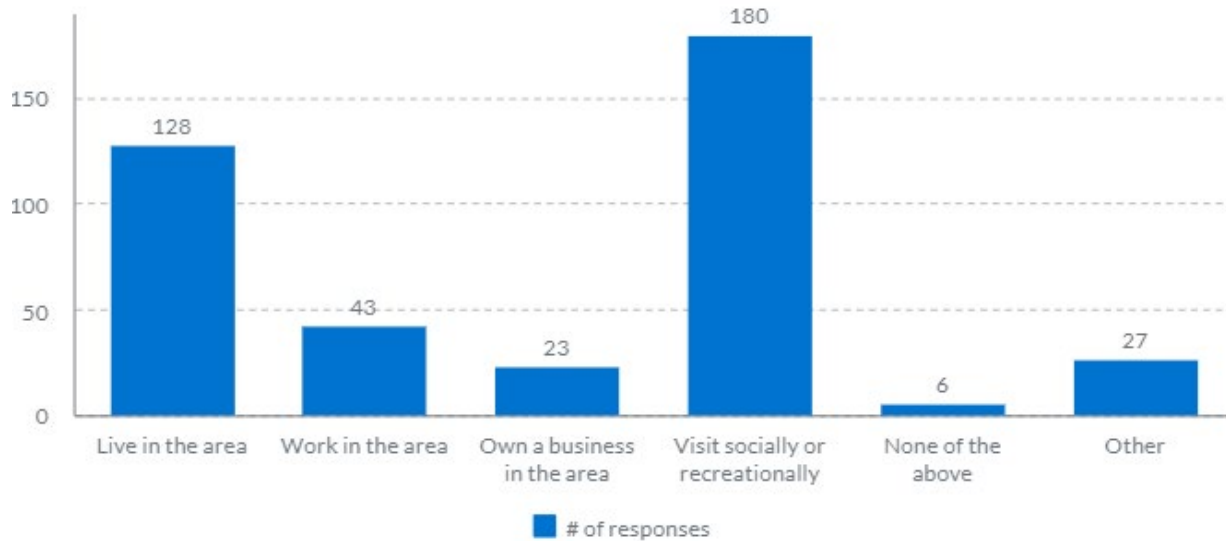
Public engagement met objectives to inform and consult with interested members of the public on the various project topics. The majority respondents indicated that they understood the presentation information and had enough information to participate. Most respondents had some understanding of how their input was going to be used.



About our survey respondents

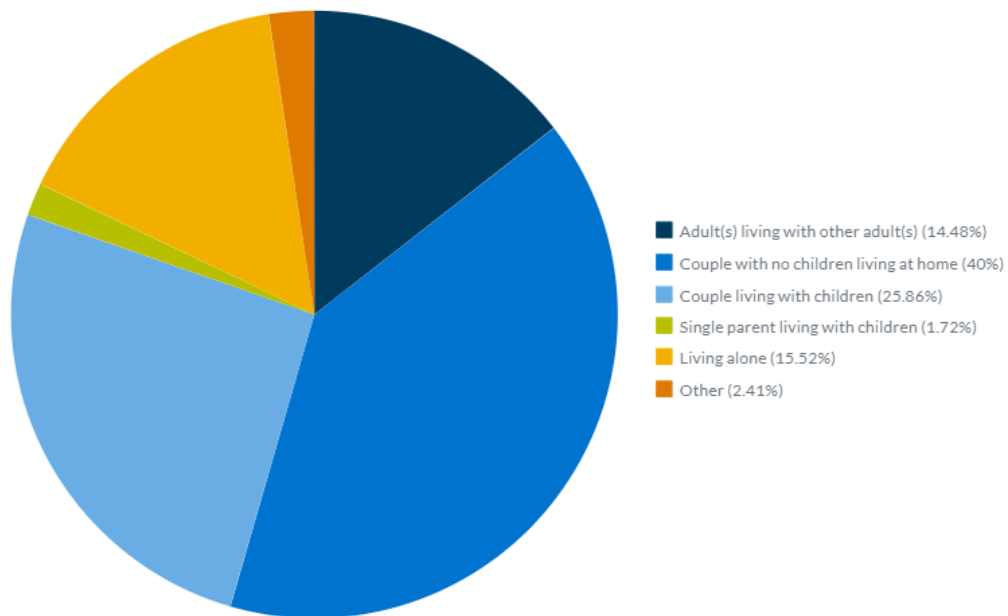
Respondents were able to describe their relationship to the North End by selecting any of the following characteristics that apply. Nearly half live in the area.

Relationship to North End



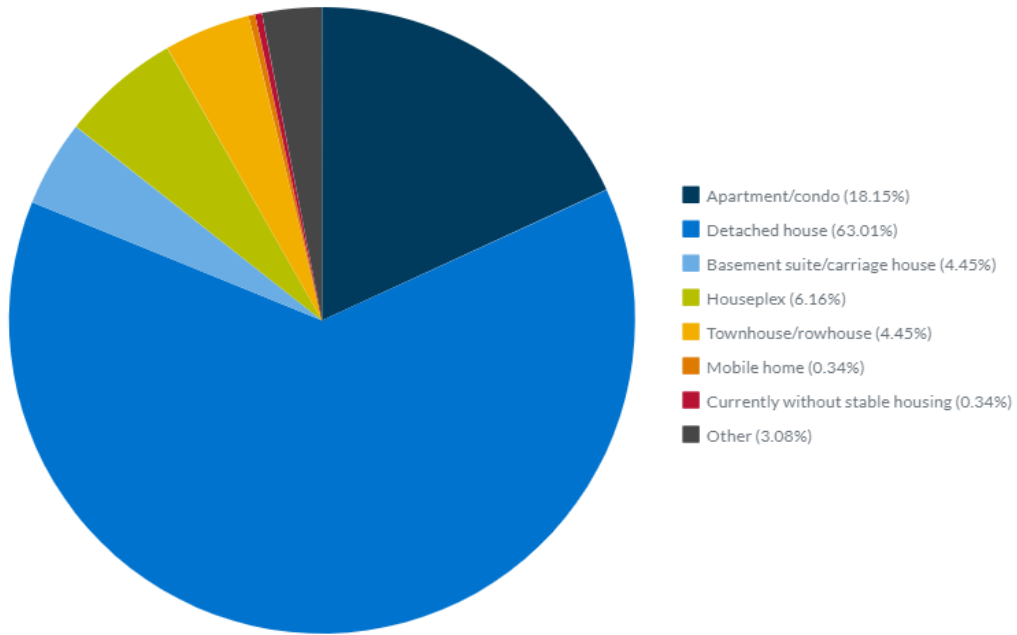
The most common household composition reflected among respondents was “couple living with no children living at home.” This is consistent with demographic data, however, this household type represents nearly half of Kelowna residents but only 40 per cent of respondents.

Household composition



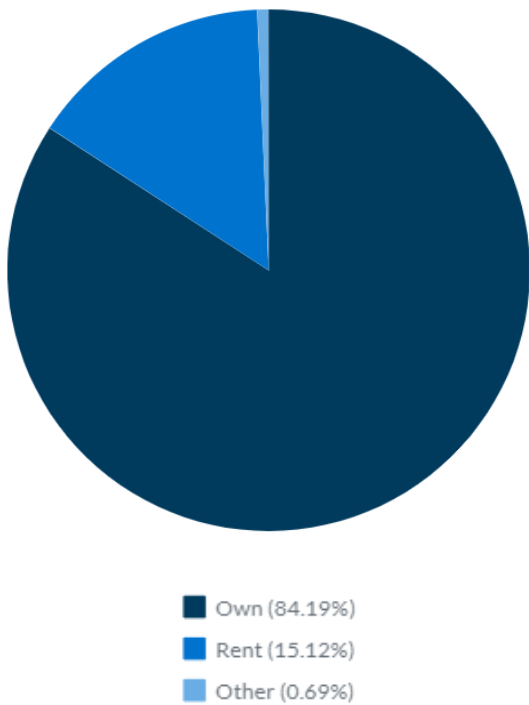
Consistent with demographic data, the majority of respondents live in single-detached homes, however this group was slightly overrepresented.

Dwelling type



Homeowners are overrepresented in the survey results, making up 68% of the population but over 85% of respondents.

Rent or own



Where respondents live

