

2.1 Vision & Objectives

Burtch / Harvey is a vibrant site with a strategic position along Harvey Avenue, a key commercial route and transportation corridor in the region. The site plan includes dynamic public spaces that harmonize with its surroundings, including the adjacent Parkinson Recreation Centre. The incorporation of Mill Creek into the site design underscores a commitment to the preservation and enhancement of its natural attributes.

Burtch / Harvey presents a combination of retail establishments and diverse housing options, thereby enriching the overall diversity of the area. It serves as a practical model for the community development objectives that Kelowna seeks to advance and is a reflection of the community's aspirations in action.

OBJECTIVE 1

Providing Housing Diversity



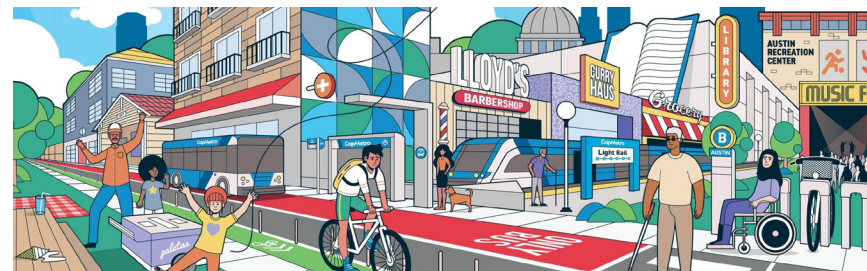
OBJECTIVE 3

Growth Along Transit Corridors



OBJECTIVE 2

Supporting Equitable City Building



OBJECTIVE 4

Enhanced Sustainability



2.3 Policy Context

Official Community Plan 2040 (2021)

Kelowna’s Official Community Plan (OCP) was adopted by the Municipal Council of the City of Kelowna on January 10th, 2022. This OCP is positioned to support and create a pathway towards Imagine Kelowna’s 2040 vision. By 2040, Kelowna is expected to be home to an additional 45,000 people. The OCP describes Kelowna as a city that is becoming more urban and dynamic.

The OCP establishes 10 OCP pillars as a foundation on which to build more detailed policy:



2040 Transportation Master Plan (2022)

The 2040 Transportation Master Plan (TMP) is a long-term, citywide plan for transportation that sets the direction for a vibrant and connected Kelowna. The TMP supports diverse transportation options in the city with a focus on cutting carbon emissions and car-dependency. The three core targets include:

1. Doubling transit ridership
2. Quadrupling the number of trips made by bicycle
3. Reducing the average distance driven per person by 20 per cent.

Aligning with other Kelowna initiatives and Imagine Kelowna, the TMP aims to help 12 goals:

- | | |
|---------------------------------------|-------------------------------------|
| 1. Improve travel choices | 7. Enhance travel affordability |
| 2. Enhance urban centres | 8. Improve safety |
| 3. Ensure value for public investment | 9. Promote inclusive transportation |
| 4. Optimize travel times | 10. Foster a growing economy |
| 5. Be innovative and flexible | 11. Protect the environment |
| 6. Improve health | 12. Support livable communities |

Housing Needs Assessment (2023)

The Housing Needs Assessment (HNA) is tasked with articulating specific housing challenges in Kelowna and identify focus areas to address these challenges. The HNA aligns with two key strategies in Kelowna:

- The *Journey Home Strategy* focused on supporting underhoused members of society.
- The *Healthy Housing Strategy* focuses on policy, regulations, and procedures for Housing with Supports (e.g., subsidized rental housing, rental housing, and ownership housing).

The HNA generated “The Wheelhouse”, a visualization of the housing need in Kelowna. The Wheelhouse identifies three categories of housing in Kelowna including:

1. Safety Net (e.g., emergency shelter, short-term supportive housing)
2. Housing with Supports (e.g., subsidized rental housing, long-term supportive housing)
3. Market housing (e.g., ownership housing, rental housing).

The HNA shows that homelessness is in a “severe” condition today with a constrained rental market status.

Relevance

- Sets forth clear direction for densification along transit corridors, with focused investment in Urban Centres
- Calls for the delivery of a diversity of housing types

Relevance

- Embrace transportation options by capitalizing on Harvey as a major Rapid Transit Corridor.
- Embrace transportation options by utilizing Burtch as a Transit Supportive Corridor.
- Take into account the effects of Burtch as a corridor for active transportation featuring bike lanes.

Relevance

- Promote a wide range of housing tenure choices, to ensure a diverse population residing within the community.

Burtch/Harvey Area Redevelopment Plan

Relevance to Official Community Plan Pillars



Prioritize sustainable transportation and shared mobility

The planning process for Burtch/Harvey prioritizes active transportation within the site and its surrounding context. Future plans include extensive implementation of multi-use paths, bike lanes, and pedestrian pathways. Additionally, access to public transit along Harvey Ave is being carefully considered.



Take action on climate

Enhancing green public spaces, incorporating permeable surfaces, and maximizing the use of native vegetation and greenery are key aspects of the planning process.



Focus investment in Urban Centres

The Burtch/Harvey site is situated within the Core Area of the OCP Growth Strategy Districts, adjacent to the Capri-Landmark Urban Centre and Parkinson Recreation Centre. These are significant future hubs for employment, residential living, and recreational activities in Kelowna. The planning and development vision for Burtch/Harvey are shaped by its proximity to these key anchors.



Target growth along transit corridors

In the OCP Transit Supportive Corridor Plan, both Harvey Ave and Burtch Rd are designated as public transit corridors. The site's strategic location at the intersection of these two corridors enhances its potential for growth.



Stop planning new suburban neighbourhoods

Given the site's location in the Core Area and the visions and aspirations for its future, the development is envisioned as a complete community where people can live, work, and play. The development aims to promote sustainable density and accessibility, moving away from the suburban housing model.



Strengthen Kelowna as the region's economic hub

Burtch/Harvey is a mixed-use community located on the outskirts of the redeveloped Parkinson Recreation Centre, which serves as a regional destination in Kelowna. The planning process includes retail, commercial, and community uses to support the area's growth.



Protect and restore our environment

The site is situated on the western edge of a green belt that extends to the UBCO campus. A significant portion of the site is designated as an OCP Natural Environment Area, with Mill Creek running through its southeastern edge. The planning process aims to integrate environmental strategies to protect and restore the site's ecological and environmental values.



Incorporate equity into city building

The Burtch/Harvey planning team aims to collaborate with various levels of government, First Nations, and the development community to advance affordable housing initiatives. This effort also includes the development of new cultural infrastructure for the enjoyment of both residents and visitors.



Promote more housing diversity

The Burtch/Harvey planning process promotes housing diversity by offering a range of housing forms and tenures to accommodate families of all sizes and economic statuses. This initiative aims to include expanded rental and affordable housing on the site, supported by sufficient amenities and public open spaces.



Protect agriculture

The Burtch/Harvey site is an already developed property, so redevelopment will not encroach on any agricultural land.

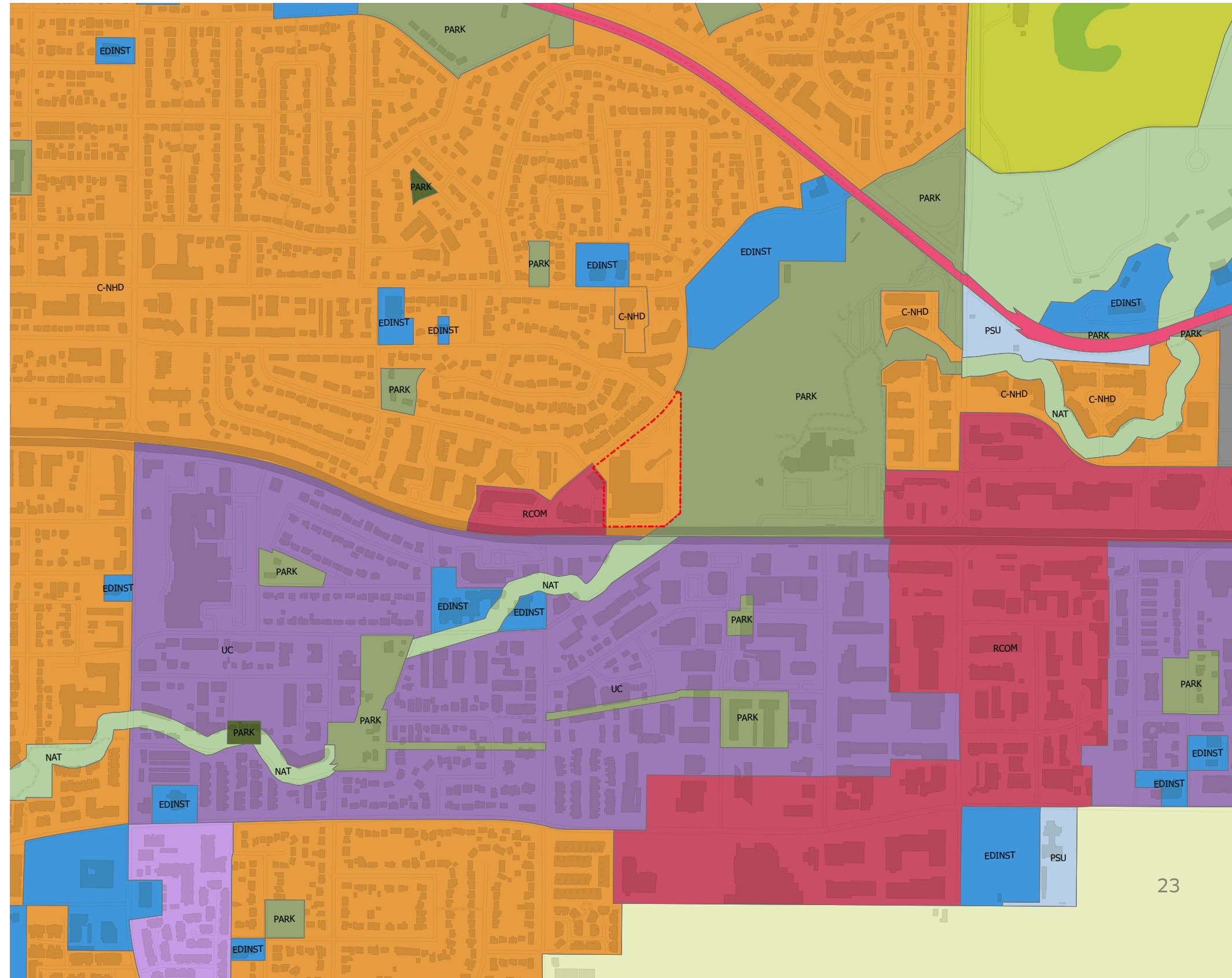
3.5.3 Future Landuse

The Future Landuse Designations of the Official Community Plan depicted in Map 3.19 stem from comprehensive studies of the city's growth strategies, residential unit goals, and the aims outlined in transportation masterplans.

The site falls under the designation of C-NHD (Core Area Neighbourhood), where, with the exception of areas along Transit Supportive Corridors, new developments are expected to harmonize predominantly with the existing scale and building orientation of the neighborhood, ensuring the preservation of its overall character.

Core Area Neighbourhoods are intended to accommodate a range of ground-oriented housing types, as well as small-scale local commercial and institutional uses, catering to the needs of the surrounding residents.

Figure 3-20 OCP Future Landuse Designations



3.5.5 Parks & Open Spaces

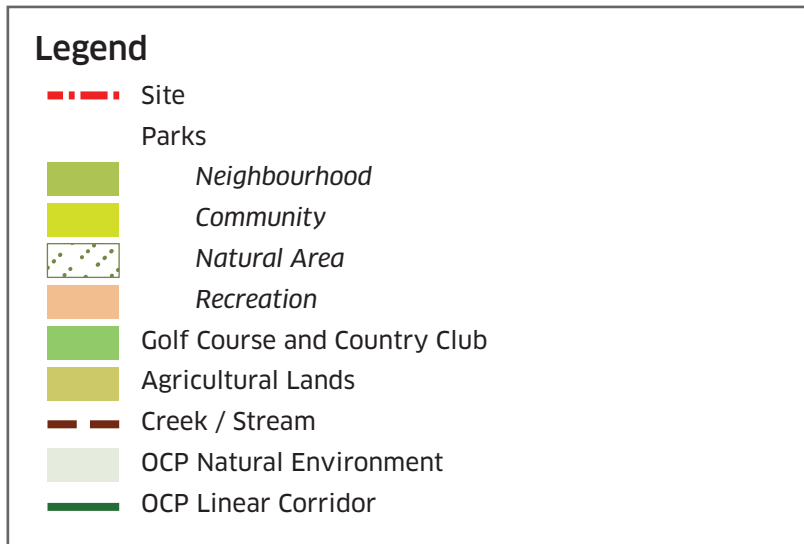
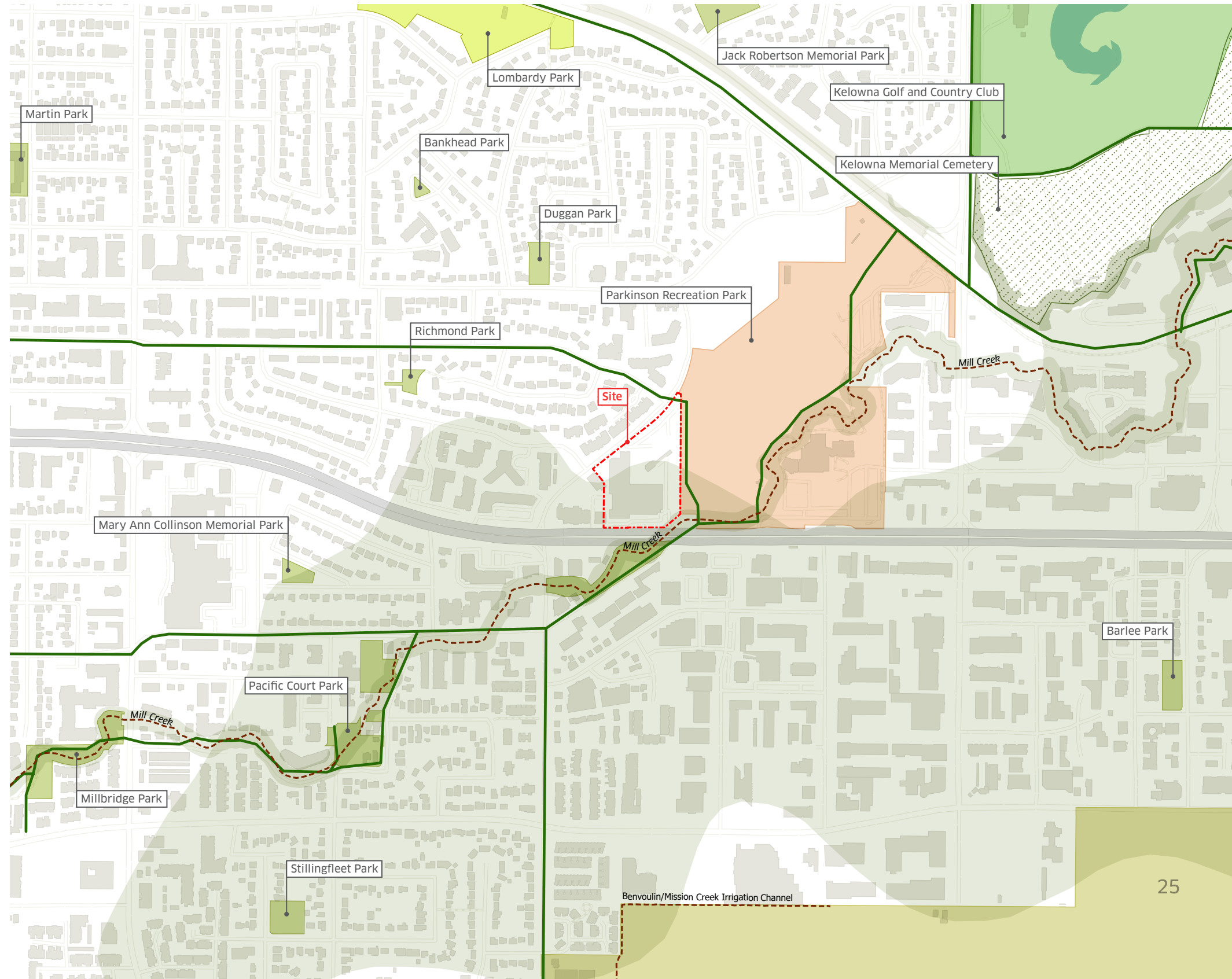
The location is situated at the crossroads of diverse natural and human-made parks, surrounded by green open spaces.

More than half of the site is designated as an OCP Natural Environment Area, and Mill Creek flows through the southeastern edge, with plans for a linear park development along the creek.

Adjacent to the eastern edge of the site is the Parkinson Recreation Site, playing a vital role in attracting residents to the area on a regional scale.

The site is positioned at the western terminus of a green belt, which encompasses the UBCO campus, agricultural lands, Kelowna Golf Club, and Memorial Park Cemetery.

Figure 3-22 Context Parks and Green Open Spaces



3.5.7 Transportation Network

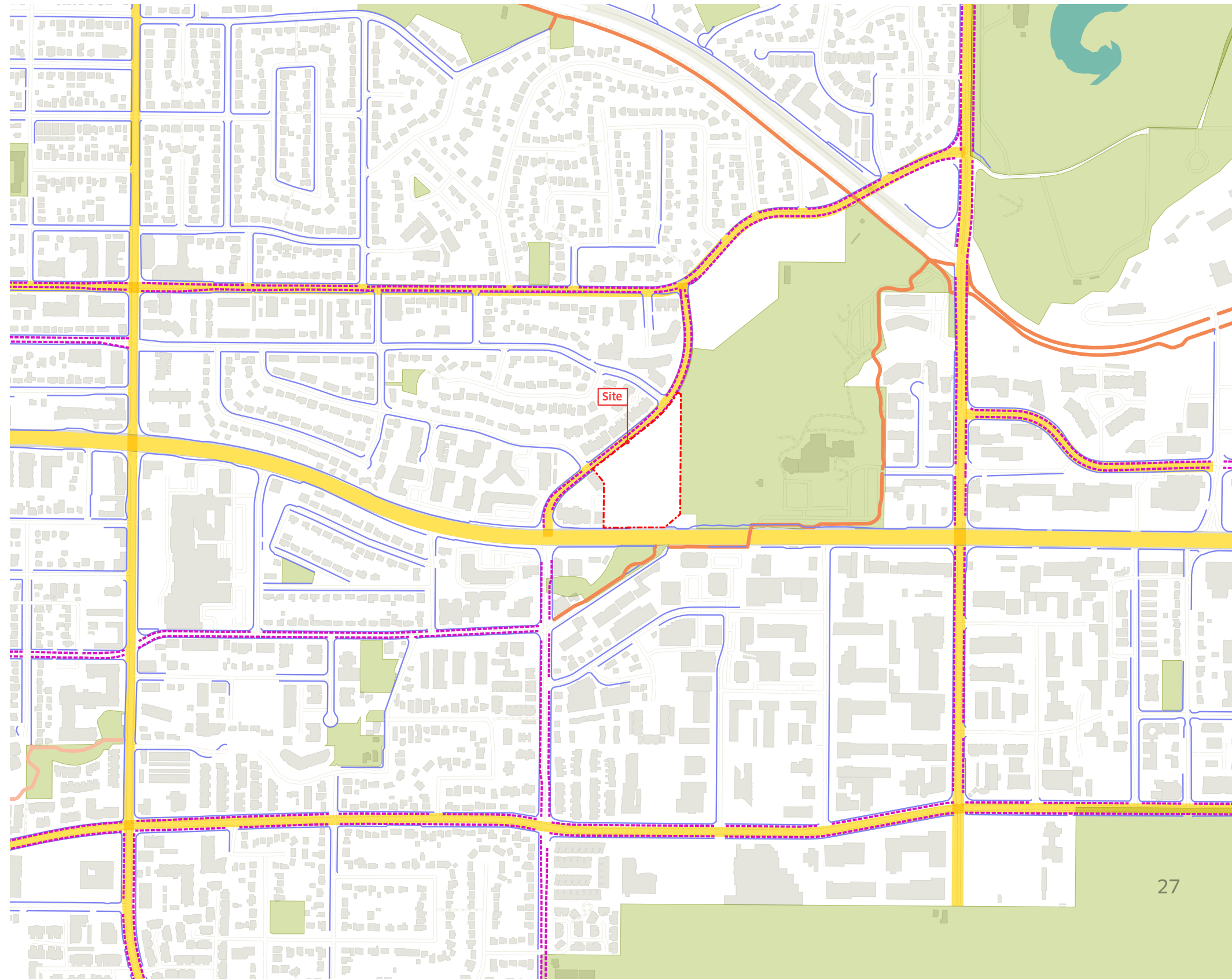
The site, as outlined in the Area Redevelopment Plan, is positioned between two Transit Supportive Corridors: Harvey Ave, a prominent thoroughfare in Kelowna, and Burtch Rd. Harvey Ave serves as a vital connection, linking East Kelowna across Okanagan Lake to West Kelowna.

Presently, the rapid bus route traverses Harvey Ave, providing convenient access within walking distance of the site. Additionally, the site enjoys close proximity to the Rail Trail, a significant regional multi-use pathway that draws cyclists and pedestrians.

The biking infrastructure in the vicinity of the site is both extensive and well-connected.

As per the Capri Landmark Urban Centre Plan, the goal is to reshape transportation patterns by improving the street network to accommodate all modes of transportation, enhancing infrastructure for pedestrians, cyclists, and transit users, and creating inviting and comfortable streets conducive to active transportation.

Figure 3-24 Transportation Network



Legend

- - - Site
- Parks
- Transit Supportive Corridors
- Active Transportation Routes**
- Sidewalk
- - - Bikelane
- Shared-Use Pathway Paved
- - - Shared-Use Pathway Unpaved

3.7 Summary of Site Opportunities and Constraints

Map 3.34 outlines a summary of the site's opportunities and constraints.

On a positive note, the presence of social infrastructures in the surrounding area serves as a valuable asset, attracting people to the site.

The redevelopment plans for the Parkinson Recreation Centre and the community plan for Capri Landmark are contributing to significant enhancements on both edges of the site, enriching the livability and vibrancy of the overall site context.

Additionally, in accordance with the Official Community Plan, linear corridors are strategically positioned throughout the city, with one passing along the edge of the site, connecting it to the expansive active transportation network, Mill Creek Park, and the Rail Trail.

Both Harvey Ave and Burtch Road, the two streets surrounding the site, are earmarked as future transit corridors, ensuring ample access to the site.

The studied area enjoys close proximity to key destinations in Kelowna, including downtown, Knox Mountain, and Mission Creek Regional Park.

Additionally, its location along an important thoroughfare creates opportunities for the site to position itself favorably for growth and increased activity.

Figure 3-37 Site Opportunities and Constraints Map

