

# Uptown Rutland

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▶ Market Assessment Results



▶ Transit Planning



▶ Infrastructure Improvements

## Market Assessment Results are in

Uptown Rutland has been a focus of a number of key urban planning initiatives to help lend to the revitalization of Rutland Town Centre.

In February 2009, City Council approved a retail market assessment review in partnership with the Uptown Rutland Business Association. The objective of this review was to provide strategic market direction with regard to private and public urban design and infrastructure investments that will assist in the revitalization of the urban centre and strengthen businesses and attract new businesses.

The market assessment took into consideration the following City initiatives as part of the analysis:

- ▶ Transit centre/streetscaping
- ▶ Parks/place-making
- ▶ Provision of civic/community facilities
- ▶ Potentially making City-owned land available for redevelopment
- ▶ City supportive policy

The main markets for retail uses in the Rutland Urban Centre are neighbourhood retail and possibly boutique or specialty stores. This urban centre is not expected to compete with the regional retail zones along the Highway 97 corridor. However, its proximity

to UBC Okanagan and its evolving critical mass as a community hub will contribute to its future economic viability. Current transit services make it easily accessible to a larger catchment area including the Kirschner, Black Mountain, and Tower Ranch communities.

## Transit Planning

BC Transit is currently developing the Central Okanagan Transit Master Plan, which will build on the transit network vision for our region. This network includes all regular bus routes, community shuttles, handyDART service and other services provided by BC Transit.

The Transit Master Plan has several components:

- ▶ Public consultation
- ▶ Data collection including automatic passenger counts, surveys and direct public feedback.
- ▶ Vision statement
- ▶ 25-year transit network
- ▶ Steps for implementation

For more information on the BC Transit Central Okanagan Master Plan visit [www.bctransit/kelowna2035](http://www.bctransit/kelowna2035).

## Transit Centre

The Rutland Town Centre is in transition and will see the area redevelop to higher residential and commercial density over time. The design of the Shepherd Road transit centre located within the Rutland Town Centre area will be designed to maximize flexibility to respond to the opportunities and needs of this growing community.

The City has also completed the conceptual planning, preliminary cost estimates and phasing strategies for the pedestrian connections (streetscaping) leading to the proposed transit centre. Consultations are ongoing with the Uptown Rutland Business Association, the Rutland Residents Association and the Urban Development Community on this work.

It's the City's goal to implement the transit centre in 2011.

We will continue to pursue further funding opportunities from other levels of government related to transit-oriented development (TOD) initiatives such as streetscape and transit related building infrastructure.



## Multi-use Corridors

In keeping with the City's vision for an active transportation

network throughout Kelowna, a series of multi-use pathways and sidewalks are being developed to provide sustainable cycling and pedestrian oriented infrastructure.

These will link key areas of the city and connect neighbourhoods, town centres, parks and schools.

## Rutland Infrastructure Improvements

The integration of multi-modal pedestrian connectivity, streetscaping and open space will contribute to the attractiveness of this urban centre.

The first phase of Houghton Road Multi-use Corridor, from Nickel to Hollywood Roads, will be constructed this summer.

Future multi-use corridors include McIntosh Road and Froelich Road improving the accessibility of the surrounding area to its urban centre.

Other possible facilities and enhancements include cultural facilities, locating civic operations such as community police office and a public market on lands close to the proposed transit exchange or along a proposed Shepherd Road.

## Transit initiatives get rolling with new shelter at UBCO

UBCO students and faculty will be the first to benefit from \$2.3 million in federal and provincial funding provided to Kelowna to support public transit.

Kelowna Regional Transit partners finished construction of a new bus shelter that will enhance transit services to and from the UBCO campus.

The new \$200,000 structure will provide shelter from the sun, rain and snow for up to 40 people. It also features on-demand radiant heating, low-energy solar-powered lighting and powered doors for mobility and wheelchair access clients.

The Government of Canada and the Province of British Columbia provided \$165,000 toward this project.



## Get Involved

We share the goal of making the Rutland Town Centre a great place to live, work and shop.

For further information, contact Pat McCormick, project lead at 250 469-8605. To be included in future public consultation opportunities or subscribe to e-Updates at [korourke@kelowna.ca](mailto:korourke@kelowna.ca) to be included in news releases and information bulletins.



For more information visit [kelowna.ca/city/projects](http://kelowna.ca/city/projects)