

# Bernard Avenue Revitalization

## Revisiting Downtown...



### Parking Study Highlights

On-street, City-owned and privately-owned parking lots in a five minute walk of Bernard Avenue, offer a total of 2,230 parking stalls.

Additional evening and weekend parking add a further 213 stalls for a total of 2,443 stalls located within a five minute walk of Bernard Avenue.

During the study period, 50 per cent of stalls included in the study were empty on weekends and 30 per cent during the week.

A majority of lots were more than 60 per cent empty on weekends during peak hours. High-demand blocks have high turnover rates, meaning one stall is occupied by multiple vehicles in a given hour.

Parking stalls lost during construction and reduced by the conversion to parallel parking can easily be absorbed within a five minute walk of Bernard Avenue.

*\* Other private lots, individual business lots and lane parking would add to the number of available parking stalls.*

See the full parking study report online at:

[kelowna.ca/cityprojects](http://kelowna.ca/cityprojects)

***The following information is intended for Bernard Avenue property owners. It provides supplementary background to the enclosed petition. It is also intended to address concerns communicated to the City by business and property owners regarding available parking during and after the construction process.***

### Introduction

Underground utilities along Bernard Avenue are nearing the end of their useful lives and need replacing. At the same time, the avenue itself is in urgent need of re-grading to bring it in line with today's design standards. Given that this work must be done, there is an opportunity to undertake beautification to enhance Bernard Avenue as the community's principal retail street.

The enclosed petition is the culmination of a series of workshops with business and property owners to discuss the future of Bernard Avenue. That process began in January, 2010 as a partnership with the Downtown Kelowna Association (DKA). Through the process, a preferred design emerged that would offer economic benefits to the business and property owners, and the community at large. Information on the process and the proposed design can be found online.

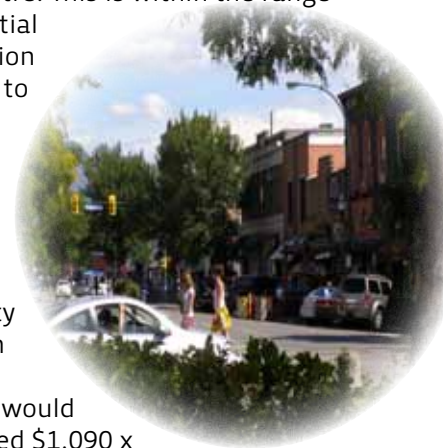
### Recent parking study

The City conducted a parking study in early July. It took place on Saturday of the Canada Day long weekend and again the following Wednesday and included on-street parking, two City-owned parkades, and two City-owned parking lots.

The parking study confirmed that available parking is sufficient to absorb the number of stalls lost during and after construction of the Bernard Avenue Revitalization Project.

### Estimated costs

The cost to property owners will be based on the actual cost of the project but is currently estimated at \$1,090 per lineal metre. This is within the range of the initial information provided to property owners and means that, for example, a property with 15m (50 feet) frontage would be charged \$1,090 x 15m = \$16,350.



Property owners will be able to make a lump sum payment once construction is finished. If the project is phased over more than one year, payment would not be due until construction of the entire street was complete. Property owners would be notified well in advance of the due date.

Alternatively, property owners could choose to finance their contribution. Such financing would be arranged by the City. Annual payments would be made over 20 years, with the annual payment being added to the property tax notice. Each annual payment would include a portion of the principal plus the interest. Based on current estimates, the annual charge will be \$93 per metre.

## The petition process

Where property owners are being asked to contribute to any portion of a municipal project, provincial legislation requires they be consulted regarding their support for the Local Area Service Bylaws. A petition is enclosed for consideration by those property owners who do not wish to participate in the beautification aspect of the revitalization. Please note that at least 50 per cent of the petitioned property owners must sign against the streetscaping component for it to not proceed. Those property owners must also represent at least 50 per cent of the total assessed value of all properties along Bernard Avenue between Richter and Abbott Streets, including several City-owned properties next to Kerry Park and the Sails Plaza. The project may proceed according to the terms set out unless the City receives a sufficient number of signatures opposing the project.

## Communications and marketing

In anticipation of the construction of the utilities and roadway proceeding, the City awarded the Communications and Marketing Plan recently to Shift Consulting.

Shift Consulting led the highly successful Banff Refreshing, a main street revitalization and utility replacement project; development and execution

of an award winning marketing and communications strategy for the town of Banff. Shift Consulting is contracted by the City of Kelowna to provide a strategic communications plan, including an action plan to keep business owners up to date on construction activity to help them better manage their businesses during construction.

By developing a project “brand” and implementing it through advertising, events, and activities, the aim will be to maintain “business as usual.”

## Summary

The recent parking survey confirms there is sufficient parking within a five-minute walk of Bernard Avenue to serve short- and long-term visitors and employees during and after construction.

The City will provide easy-to-read, high-profile signage directing motorists to available parking during and after construction of the project. Through advance planning and execution of an effective communication strategy, the City

in collaboration with the DKA, will work with business and property owners to encourage residents and out-of-town visitors to continue to shop and enjoy Bernard Avenue.



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1435 Water Street  
Kelowna, BC V1Y 1J4

Patrick McCormick  
Planner Specialist  
TEL 250-469-8605  
ask@kelowna.ca

[kelowna.ca/cityprojects](http://kelowna.ca/cityprojects)



Okanagan Lake

Daytime available stalls

Total number of on-street parking stalls: **1161**

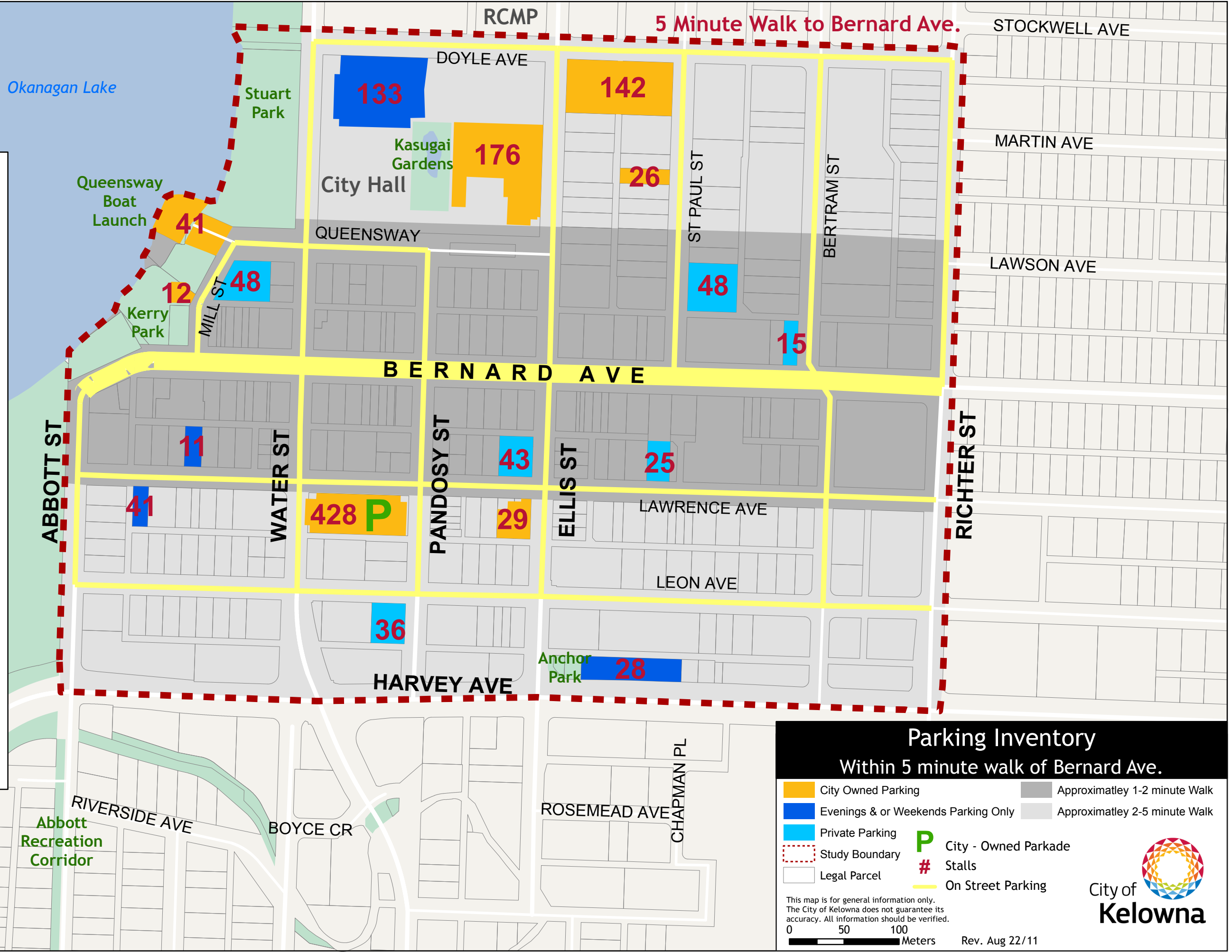
Total number of City-operated stalls: **854**

Total number of privately-operated stalls: **215**

Total: **2230**

Additional stalls available only on evenings and weekends: **213**

Note: Library Parkade is outside the 5 minute walk, with 375 stalls.



### Parking Inventory

Within 5 minute walk of Bernard Ave.

City Owned Parking	Approximately 1-2 minute Walk
Evenings & or Weekends Parking Only	Approximately 2-5 minute Walk
Private Parking	City - Owned Parkade
Study Boundary	Stalls
Legal Parcel	On Street Parking

This map is for general information only. The City of Kelowna does not guarantee its accuracy. All information should be verified.

0 50 100 Meters Rev. Aug 22/11