



**City of Kelowna**  
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# Council Policy

## Cultural Policy

APPROVED October 29, 1990

**RESOLUTION:** R190/10/03/01

**REPLACING:** R651/00/07/24; R341/1999/04/26; Policy No. 208; S1581-S1601/1990/10/29

**DATE OF LAST REVIEW:** March 2010

### A. PURPOSE

The City of Kelowna recognizes that Culture (interpreted to include arts and heritage) is important to the well-being of the community, the quality of life for all residents, and the economic vibrancy of the city. The purpose of this Council Policy is to set out the parameters for the implementation of cultural policy as permissible through Provincial legislation. This policy will guide decision-making throughout all City departments (as detailed below) so as to best support the development and enhancement of Arts, Heritage and Culture in the City of Kelowna. This Policy reflects current City initiatives to promote and support culture in Kelowna and guide future initiatives.

### B. PLANNING

The majority of planning policies related to Culture are created by, or in conjunction with the Policy and Planning Department and Cultural Services Branch.

#### Cultural Plan

The City will develop and regularly update a Cultural Plan to guide civic cultural initiatives.

The process for the Cultural Plan will include:

- Information gathering from, and consultations with, local stakeholders and the community-at-large. This may take the form of surveys, workshops and/or Open Houses;
- Review of best practices and comparable plans from other jurisdictions;
- Preparation and submission of a document which will establish an overall vision, goals, specific strategies and an implementation plan.

The Cultural Plan will require on-going implementation, monitoring and review.

#### Heritage Plan

The 2007 Heritage Strategy will guide heritage initiatives for the City. The Heritage Strategy will require on-going implementation, monitoring and review.

#### Official Community Plan and other Major Plans

The content of this Policy and the Cultural Plan will be reflected in, and incorporated into the City's Official Community Plan as appropriate and will similarly be reflected and incorporated in other plans including:

- Capital Plans
- Servicing Plans
- Neighbourhood Structure Plans
- Area Structure Plans
- Sector Plans
- Strategic Plans
- Downtown and Urban Centre Plans

## **C. LAND USE**

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The majority of land use recommendations are provided through the Land Use Department in co-ordination with the Policy and Planning Department.

### **Affordable Artists Live/Work Space**

Affordable live/work spaces and studios for artists are central to the ability of Kelowna to attract and retain cultural workers. The City will consider the opportunities to support the development of live/work spaces and studios for artists.

### **Agriculture**

The City recognizes the importance of agricultural production as integral to the identity, heritage and culture of Kelowna. Agriculture and agri-tourism have been and continue to be an important part of the economic development of the region. To this end, the City will work to provide appropriate and supportive policies, zoning, amenities and other forms of support which foster and benefit local food production, including but not limited to community gardens, farmers' markets, and public education. Partnership with the Central Okanagan Economic Development Commission (RDCO) is central to this work.

### **Cultural Amenities**

Cultural amenities, such as theatres and other public facilities, are central to the development of a vibrant community. The City will explore opportunities for including cultural facilities when reviewing and/or submitting land use applications within Urban Centres.

### **Cultural District**

The City recognizes the importance of a vibrant and economically sustainable Cultural District, alive with mixed use developments and a thriving and dynamic creative economy in the City. To this end, the City will work to ensure appropriate and supportive zoning, amenities, development and design.

### **Cultural Mapping**

The City supports the design and maintenance of mapping information systems regarding cultural planning as made available through Information Services' Mapping Systems. The information for the Mapping Systems will be maintained by the relevant departments, including Cultural Services and Policy and Planning.

### **Design Guidelines**

The City supports the creation and implementation of design guidelines to maintain and enhance community character. Design guidelines can guide property owners undertaking new construction and/or renovations. Design guidelines are detailed in the Official Community Plan.

### **Neighbourhood Development**

The City recognizes the importance of neighbourhoods in the development of a vibrant culture and identity for Kelowna. To this end, the City will explore how cultural infrastructure and activity can be extended to residents at the neighbourhood level throughout Kelowna.

### **Public Space**

Public spaces offer unique opportunities for conveying cultural identity. The City will incorporate a high level of aesthetic treatment including public art, as well as opportunities for programmed and spontaneous cultural events and activities in the design of public spaces

### **Community Heritage Commission**

The Community Heritage Commission is a Council-appointed committee that acts as an advisory body to Council on issues related to heritage, including but not limited to issues related to property development. The scope of heritage issues and membership of the Commission is determined by the Commission's Terms of Reference.

### **Heritage Conservation Areas**

The City recognizes the importance of the Abbott Street and Marshall Street Conservations Areas as heritage neighbourhoods in our community.

### **Heritage Procedures Bylaw**

The City recognizes the importance of conserving heritage buildings, structures and landscapes. To this end, the City will implement Heritage Procedures as detailed in Bylaw No.7776.

### **Heritage Trees**

The City supports the recognition and preservation of Heritage Trees as identified in the Heritage Tree Inventories for the Downtown and Rutland.

## **D. CULTURAL & ECONOMIC DEVELOPMENT**

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The Cultural Services Branch supports culture and economic development in conjunction with the Community Sustainability Division.

### **Cultural Industries**

Cultural industries (including cultural workers, organizations, businesses, facilities and educational institutions) are central to developing prosperity in Kelowna. The City recognizes the importance of these industries by providing appropriate and supportive policies, zoning, amenities and other forms of support which foster the creation of artists' studios and live/work spaces, presentation and performance venues, as well as retail and other commercial land uses that complement art, culture and heritage.

### **Cultural Marketing**

Marketing is integral to the on-going success of cultural activity and industries in Kelowna. The City will continue to support and/or develop, as appropriate, cultural awareness, and marketing and promotion initiatives through the Cultural Services Branch.

### **Cultural Tourism**

Cultural tourism is the fastest growing segment of the tourism industry. The City recognizes the importance of fostering a dynamic environment for cultural tourism, and to this end will continue to support and/or develop, partnerships, programs, events, and facilities which will increase cultural tourism visitation and revenue. Working in partnership with Tourism Kelowna and the Central Okanagan Economic Development Commission (COEDC) will be integral to this work.

### **Economic Prosperity Strategy**

Where feasible and appropriate, the content of this Policy and the Cultural Plan will be reflected in, and incorporated into the City's Economic Prosperity Strategy.

## **E. CULTURAL FACILITIES**

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Cultural facilities are managed by the Cultural Services Branch in conjunction with the Real Estate and Building Services Department.

### **Cultural Facilities**

The following Cultural Facilities are owned by the City and operated by non-profit organizations on behalf of the City pursuant to Lease & Operating Agreements, or other arrangements:

- Guisachan Heritage Site which includes: the site grounds, Guisachan House, the Milk Shed, and other accessory buildings
- Kelowna Art Gallery
- Museums (all operated by the Kelowna Museums Society): The Okanagan Heritage Museum and Kelowna Archives; the British Columbia Wine Museum and The British Columbia Orchard Industry Museum (located in the Laurel Packinghouse), and The Okanagan Military Museum (located in Memorial Arena). The Okanagan Sports Hall of Fame Museum (an initiative of the Kelowna Museums Society in partnership with other community organizations) is in development but does not yet have a permanent facility location.
- Rotary Centre for the Arts

### **Kelowna Community Theatre**

The Kelowna Community Theatre is owned and operated by the City, with staff and budget provided through the Cultural Services Branch.

### **Lease and Operating Agreements**

Pursuant to Lease & Operating Agreements, the City provides ongoing maintenance and operational support for the Kelowna Art Gallery, Museum facilities and the Rotary Centre for the Arts. Most of this support, with the exception of capital items, is through the Cultural Services budget.

### **New and/or Additional Facilities**

The City will explore acquiring and/or developing additional arts, heritage and cultural facilities in future as part of the City's Cultural Plan and the 2007 Heritage Strategy.

### **Heritage Asset Management Strategy**

The City will create conservation plans and implementation strategies for City-owned heritage properties as based on the priorities established via the Heritage Asset Management Strategy.

## **D. FUNDING FOR COMMUNITY CULTURAL ORGANIZATIONS AND INITIATIVES**

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Cultural funding is administered through the Cultural Services Branch. The Policy and Planning Department administers the Heritage Grants Program.

### **General**

In addition to the grant programs set out in this section, the City will explore future funding programs and opportunities as identified in the Cultural Plan and the 2007 Heritage Strategy.

### **Arts, Culture & Heritage Operating Grants**

The City of Kelowna Cultural Services Branch funds annual operating grants for local Arts, Culture and Heritage organizations. These grants are evaluated and recommended for approval by Council in an arm's length process administered by an external organization.

### **Community Festival, Event & Project (CFEP) Grants**

The City of Kelowna Cultural Services Branch funds annual project grants for community festivals, and other events and projects that have a focus on arts, culture and heritage. These grants are evaluated and recommended for approval by Council in an arm's length process administered by an external organization.

### **Professional Arts Grants**

The City of Kelowna Cultural Services Branch funds and administers annual grants for professional arts organizations.

Professional Arts Grants include an annual grant to Festivals Kelowna in support of Parks Alive!, Arts Alive!, the Buskers Program and Canada Day/Folk Fest activities.

### **Heritage Grants**

The City of Kelowna Policy & Planning Department supports an annual Heritage Grants program to promote the conservation of Heritage Register buildings by assisting owners with grants for a portion of the expenses incurred in conservation work relating to the heritage character of their buildings. The program is limited to the exterior, foundations and roof structures of such buildings. The Kelowna Heritage Grants Program is administered in an arm's length process by an external organization.

### **Heritage Building Tax Incentive**

The City acknowledges that the conservation, structural maintenance and restoration of heritage buildings, particularly agricultural, commercial, industrial and institutional buildings, can be costly and cost prohibitive. To this end, the City has adopted "Council Policy 318 Heritage Building Tax Incentive Program Policy" which grants a permissive property tax exemption for a period of up to 10 years based on the costs of conservation work on eligible heritage properties. The permissive tax exemption program is administered through the Financial Services division of the City of Kelowna.

## **E. PUBLIC ART**

Public Art commissions through the Public Art Committee are administered through the Infrastructure Planning Department.

### **Public Art Reserve Fund**

The City has established a Public Art Reserve Fund and will contribute to the Fund a minimum of \$100,000 annually, up to a maximum equal to 1% of the City's annual capital budget from general taxation revenue.

The Public Art Reserve Fund is to be used to fund civic public art commissions, as well as to provide matching funds to encourage the provision of public art by the private sector within publicly accessible portions of developments.

### **Public Art Committee**

Expenditures from the Public Art Reserve Fund are recommended by the Public Art Committee and approved by Council in accordance with the Committee's Terms of Reference. Staff liaison to the Public Art Committee is provided through the Infrastructure Planning Department.

### **Community Public Art Projects**

The City of Kelowna Cultural Services Branch coordinates an annual application process for funding of Community Public Art projects. Funding for projects comes from the Public Art Reserve Fund. Applications are evaluated by the Public Art Committee which then makes recommendations for approval by Council.

**Public Art and Infrastructure**

To the extent feasible and appropriate, opportunities for Public Art should be identified and undertaken in conjunction with municipally-funded infrastructure projects.

**Public Art Maintenance**

Maintenance costs of the public art collection, including condition reports and maintenance assessments provided by professional conservation staff, will be funded through the infrastructure maintenance funds as for other capital assets owned by the City.

**REASON FOR POLICY**

A Mayor's Task Force was appointed in 1989 to formulate a cultural policy which would outline the City's role in enhancing arts and culture in Kelowna. Their recommendations were adopted by Council in October, 1990 and eventually incorporated in Council Policy No. 208.

The 1990 recommendations touched on a diverse array of action items, including the hiring of municipal cultural staff, the development of a multi-purpose arts facility, the inception of a public art program, operating and programming support for major cultural facilities, and the establishment of the Kelowna Arts Foundation. This policy was further updated in 2000 as Policy No. 274, with new provisions dealing with Festivals, Cultural Tourism and Public Art.

Since 2000 and the development of the Cultural District, there have been significant changes both in Kelowna's cultural landscape, and within the municipal corporation. Many of the organizations and initiatives referred to in the earlier version of Policy 274 have been completed or no longer exist in their previous form.

This policy update is submitted to reflect these changes and lay a foundation for a better integration and reflection of culture into the City's overall vision and operations. This policy includes a new Cultural Plan as a major cross-departmental initiative, in recognition that the successful fulfillment of cultural objectives is a team effort which will, in turn, support fulfillment of city-wide objectives.

**LEGISLATIVE AUTHORITY**

Section 176, Local Government Act

**PROCEDURE FOR IMPLEMENTATION**

As outlined in this policy.