

# CITY OF KELOWNA

## OFFICIAL COMMUNITY PLAN

**PICK  
YOUR  
PATH TO  
2040**



# The choices you make everyday influence how our Kelowna grows over time.

This story will walk you through decisions you can make, which will help shape the Official Community Plan. We encourage you to backtrack or change your choices to explore the other options within the story.

The information in this story discusses trade-offs that are true at a city-wide level. We understand that individual circumstances may be more complex.

In some cases your choices may not be compatible and you might encounter a question that directs you back to one you have already answered. Try making a different decision in order to move on.

If you find a question does not reflect your specific circumstances please select the best answer available. Be sure to share your path in the follow-up questionnaire so that we can better understand your values and choices for Kelowna 2040.

**CONTINUE**



**CLICK TO  
PROCEED**

## Our City as we Grow

Growth is a fact of life and will shape the city and the lives of its residents. If we manage growth poorly, its impacts will be largely negative. Conversely, if we manage it well, its impacts can be many and positive. In this way, how we grow matters today and to future generations.

We use the Official Community Plan (OCP) and the Transportation Master Plan to guide how we grow and how we get around.

Today we have a population of almost 130,000 with projections that our population will be approximately 178,500 in 2040. For comparison, the current size of Regina, SK is approximately 200,000.

# 50,000 new residents will call Kelowna home in 2040.

## How should our City grow?

### UPWARD

 [CLICK TO  
PAGE 3](#)

- Vibrant and amenity-rich.
- Contains a variety of housing types.
- Increased social diversity.
- High priority on pedestrian friendly environments that draw people for work, shopping, and recreation.
- Multiple travel options are supported due to increased access to sidewalks, bikeways, frequent transit and/or other options like car or bike share.

### OUTWARD

 [CLICK TO  
PAGE 6](#)

- Typically consists of single family homes occupied by owners.
- Many people enjoy the privacy of individual yards, quiet neighborhood streets, and access to nature.
- Often too hilly, spread out and far from employment and service destinations for walking, biking or transit to be convenient options.



## Proximity to Daily Needs

Where you live, and how far you need to travel to get to work, school, or other services is a key factor that influences how you get around.

Living close to your daily needs has been shown to improve health, save time and money, and have a positive impact on the environment. When people live closer to work, it is more economical to provide a variety of commuting options.

While living in suburban areas can provide more personal private space and less upfront real estate costs, not enough people live in the suburbs to support convenient transit service and they are often too far away to make walking or cycling practical. The longer commute times from suburban areas mean increased traffic congestion overall, higher taxes to build and maintain roads and more money spent on fuel.



## How important is it for you to be close to employment, school or shopping areas?

**VERY**

 [CLICK TO  
PAGE 4](#)

**A LITTLE**

 [CLICK TO  
PAGE 9](#)

**NOT  
AT ALL**

 [CLICK TO  
PAGE 5](#)

# Did you know?

Individuals who live close to their daily needs are able to bike, walk or take transit and are more likely to get the recommended daily amounts of exercise according to the American Journal of Public Health.

**CONTINUE**

**> CLICK TO  
PAGE 8**

**CHANGE  
MIND**

**> CLICK TO  
PAGE 3**





# Did you know?

Commuting more than 16 kilometres one way can increase your chances of developing anxiety and depression according to U.K.'s Office of National Statistics.

**CONTINUE**

**> CLICK TO  
PAGE 10**

**CHANGE  
MIND**

**> CLICK TO  
PAGE 3**



## Agriculture and the Natural Environment

Kelowna's farms, orchards, vineyards and hillsides frame the city and are a part of what makes Kelowna beautiful and unique. They help protect from flooding and wildfires, mitigate climate change and are part of what makes Kelowna a destination for travel, outdoor activity, food and wine. The preservation of open space and environmentally sensitive areas protects biodiversity and ecosystem functioning, which in turn improves water and air quality and even soil health.

In order to accommodate new single family homes, some farms and natural lands will have to be developed.

Developing on agricultural land and natural areas would make more land available for single family housing. However, there is no guarantee of affordable housing with this approach and the economic opportunities related to agriculture would be reduced.



## How important is it to you to preserve agriculture and our natural environment?

VERY

➤ [CLICK TO  
PAGE 8](#)

A LITTLE

➤ [CLICK TO  
PAGE 9](#)

NOT  
AT ALL

➤ [CLICK TO  
PAGE 7](#)

# Did you know?

Since 1800, the City has lost roughly 92 per cent of riparian areas, 77 per cent of broadleaf woodlands, and 73 per cent of grasslands to development.

**CONTINUE**

**> CLICK TO  
PAGE 10**

**CHANGE  
MIND**

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PAGE 6**



## Travel Choices

Where you live will affect the options available to you for how to get around.

Suburban neighborhoods on the edge of the City often lack sufficient population density to support effective transit service and are frequently too far away from destinations or too hilly to make walking or cycling convenient options. Consequently, these neighborhoods, described as “car-dependent,” provide their residents with little choice but to drive to meet their daily travel needs.

Conversely, residents of urban neighborhoods that are closer to the urban core have multiple options for getting around. Services and amenities are often within walking or biking distance, and frequent transit service is more cost-effective to provide.



## How important is it to you to have options besides driving to get around?

VERY

 [CLICK TO  
PAGE 13](#)

A LITTLE

 [CLICK TO  
PAGE 11](#)

NOT  
AT ALL

 [CLICK TO  
PAGE 9](#)

## Amount of Driving

Kelowna is one of the most car-dependent cities in Canada, according to a 2016 study by the Transportation Association of Canada.

Over 90 per cent of residents in suburban areas travel by car to work and also drive 2-6 times farther, compared to households in Kelowna's core neighborhoods.

Many residents are living in areas where their only practical option is to use a car for work, to get to work or school or to access daily needs.

If all of our 50,000 future residents own as many cars as the current residents, it would be the equivalent of adding a line of cars from Kelowna to Hope on our road network.

## How much do you drive on an average week day?

A LOT

CLICK TO  
PAGE 10

A LITTLE

CLICK TO  
PAGE 12

DRIVE  
IRREGULARLY

CLICK TO  
PAGE 11



## Access to Transit

Public transit can reduce traffic, cut pollution, and provide people with an affordable travel choice for getting around. However, a certain number of riders are needed to make a route feasible.

People who live in more suburban areas are less likely to have convenient access to frequent transit because buses have to travel farther to reach people, which increases the cost by three to four times.

People who live in urban neighborhoods, closer to the city centre are more likely to have access to frequent transit service because the population base can make routes more cost effective.

## How important is it to you to live near frequent transit service?

VERY

➤ [CLICK TO  
PAGE 9](#)

A LITTLE

➤ [CLICK TO  
PAGE 12](#)

NOT  
AT ALL

➤ [CLICK TO  
PAGE 15](#)





## Building Vibrant Urban Centres

Urban centres are vibrant, pedestrian friendly areas with access to amenities and a mix of land uses within close proximity. Kelowna's five designated urban centres are City Centre, South Pandosy, Midtown, Capri-Landmark and Rutland.

While multi-family housing forms may not fit everyone's personal lifestyle choice, by focusing population growth and business development in urban areas the community as a whole can see many positive benefits. These benefits include reduced costs to service, preservation of natural lands and agricultural lands, access to multiple alternative modes of transportation, and increased opportunities for social connection.



## How important to you is it to focus new growth and activity in the City's urban centres providing work, live, play opportunities all in one area?

**VERY**

**CLICK TO  
PAGE 13**

**A LITTLE**

**CLICK TO  
PAGE 14**

**NOT  
AT ALL**

**CLICK TO  
PAGE 15**

## Impacts of Climate Change

Where we choose to live, how much energy we consume and how we choose to get around can have an impact for better or for worse.

The bulk of Kelowna's community emissions come from vehicles (55%), buildings (36%) and waste (9%). Homes located in suburban locations may have higher fire danger and using more energy will result in higher power bills.

A changing atmosphere impacts food prices, leads to increased acute and chronic health issues, and results in more extreme weather events like flooding and wildfires.

## How important is it to you to make lifestyle choices to avoid the impacts of climate change?

VERY

CLICK TO  
PAGE 11

A LITTLE

CLICK TO  
PAGE 14

NOT  
AT ALL

CLICK TO  
PAGE 15



## Neighbourhood Change

When change is proposed in a neighborhood or community, residents can be skeptical of new development that may add more buildings, new neighbours and change the neighborhood's existing character.

However, the benefits of change can result in more public spaces and parks, the addition of sidewalks and street trees, stores and services. Encouraging a variety of unit sizes will ensure that suitable housing is available for all ages, abilities and household types.



## Would you support change in your neighbourhood to accommodate additional residents and improvements?

YES

➤ [CLICK TO  
PAGE 16](#)

NO

➤ [CLICK TO  
PAGE 14](#)



## Costs of Infrastructure

Physical assets such as roads, sewer, water, parks, and community facilities are described as the community's infrastructure.

Density can help off-set costs to maintain and upgrade infrastructure and improve neighbourhood livability by adding sidewalks, bike lanes and streetscaping. In urban areas, development is able to connect to existing infrastructure, reducing the capital costs for new development.

However, in suburban areas, the same infrastructure does not exist, requiring major up-front capital costs. In the case of Kelowna, it is estimated that the lifecycle infrastructure costs of dispersed development are twice as much compared to compact development. These additional costs influence City taxation rates.

## Are you willing to support a substantial tax increase to service new suburban infrastructure?

YES

➤ [CLICK TO  
PAGE 18](#)

A LITTLE

➤ [CLICK TO  
PAGE 17](#)

NO

➤ [CLICK TO  
PAGE 16](#)



## Traffic Congestion

Where you live, and how far you need to travel to get to work, school, or other services will influence the amount of time you spend driving in traffic.

Since 90% of residents in suburban developments travel by car to work, suburban neighbourhoods contribute disproportionately to the traffic congestion experienced on our City's roadways, especially during the morning and afternoon rush hour periods.

New and wider roads won't solve congestion. When roads are expanded people quickly adjust their routines – changing routes, choosing to drive more or living further away. The end result is roads fill back up, often within just five to ten years.

## How willing are you to drive in increased traffic to live in the outskirts?

**VERY**

**> CLICK TO  
PAGE 18**

**A LITTLE**

**> CLICK TO  
PAGE 17**

**NOT**

**> CLICK TO  
PAGE 14**



## Building Heights and Densification

When cities densify, it often includes higher buildings to be strategically located in areas to accommodate new growth. How they look and feel is often a major factor in how they are accepted by the existing residents of that neighborhood.

When appropriately located, designed, and well-planned, taller buildings can enhance public spaces, complement neighboring buildings, and contribute to a sustainable future.



Would you prefer more tall buildings in targeted urban areas, or more low-rise buildings across central neighbourhoods?

TALL

➤ [CLICK TO  
PAGE 19](#)

LOW-RISE

➤ [CLICK TO  
PAGE 21](#)



## Aging in Place

The number of seniors in Kelowna is predicted to rise from 20 per cent of the population to 24 per cent by 2040. As residents age, their health needs can become more complex. Aging in place means having the health and social supports and services needed to live safely and independently.

Encouraging a variety of home sizes and ensuring housing is available for all ages and abilities is critical to ensure there is appropriate housing for all of Kelowna's residents. Housing with flexible and adaptable features will be required so that as residents age and abilities change, modifications can be easily made.

## Do you plan to live in the same home for all stages of your life?

YES

[CLICK TO  
PAGE 21](#)

NO

[CLICK TO  
PAGE 23](#)



## Housing Variety

Where older cities may have been less impacted by sprawl, much of Kelowna's growth – similar to hundreds of Canadian cities – has been dominated by suburban development.

The vision of the detached home with a two-car garage and a private yard is a deep-set cultural value that still reinforces many of the decisions of home buyers today. However, population and job growth have driven significant demand for housing; home prices and rents are escalating.

Single family homes cost more than other types of homes and can be costly and time consuming to maintain, making them financially unattainable for many.



## How important to you is it to live in a single family home?

VERY

➤ [CLICK TO  
PAGE 25](#)

A LITTLE

➤ [CLICK TO  
PAGE 23](#)

NOT

➤ [CLICK TO  
PAGE 17](#)



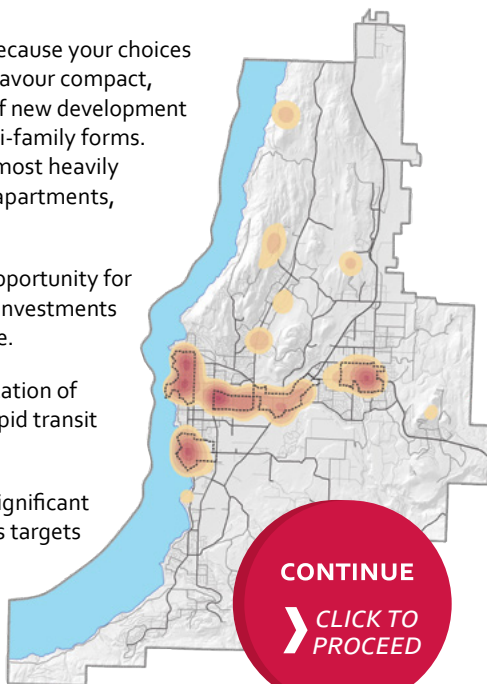
## Growth Scenario #4: *Rapid Shift / Focused Urban Centres*

You have arrived at this growth scenario because your choices have generally indicated that your values favour compact, complete communities with the majority of new development concentrated in urban centres and in multi-family forms. Of the four scenarios, this scenario relies most heavily on compact, higher-density housing, like apartments, in focused areas.

This growth scenario offers the greatest opportunity for targeted and cost-effective infrastructure investments that will supplement existing infrastructure.

This scenario also anticipates greater utilization of active modes and may allow for greater rapid transit options linking the five Urban Centres.

Implementing this scenario will require a significant change in course, as it sets more ambitious targets for multi-family development in our Urban Centres and lower targets for single family development elsewhere.



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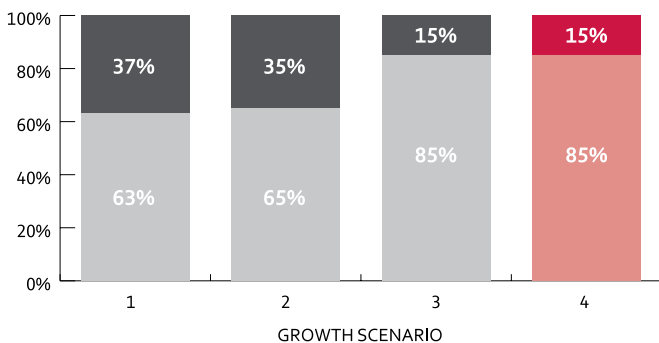
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PROCEED**



| <b>EVALUATION BY RELATIVE RANK</b> (4 is aligned most with policy, 1 is least) |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| Account  | Scenario 1               | Scenario 2               | Scenario 3               | Scenario 4               |
| Agricultural Protection  | <div><div></div></div> 1 | <div><div></div></div> 2 | <div><div></div></div> 3 | <div><div></div></div> 4 |
| Financially Resilient  | <div><div></div></div> 1 | <div><div></div></div> 2 | <div><div></div></div> 3 | <div><div></div></div> 4 |
| Growing Economy  | <div><div></div></div> 3 | <div><div></div></div> 3 | <div><div></div></div> 4 | <div><div></div></div> 4 |
| Growth Management  | <div><div></div></div> 1 | <div><div></div></div> 2 | <div><div></div></div> 3 | <div><div></div></div> 4 |
| Health and Safety  | <div><div></div></div> 2 | <div><div></div></div> 2 | <div><div></div></div> 4 | <div><div></div></div> 4 |
| Livable Communities  | <div><div></div></div> 2 | <div><div></div></div> 3 | <div><div></div></div> 3 | <div><div></div></div> 3 |
| Mitigate Climate Change  | <div><div></div></div> 2 | <div><div></div></div> 2 | <div><div></div></div> 3 | <div><div></div></div> 4 |
| Travel Choices   | <div><div></div></div> 2 | <div><div></div></div> 1 | <div><div></div></div> 3 | <div><div></div></div> 4 |
| <b>Total</b>   | <b>14</b>                | <b>17</b>                | <b>26</b>                | <b>31</b>                |

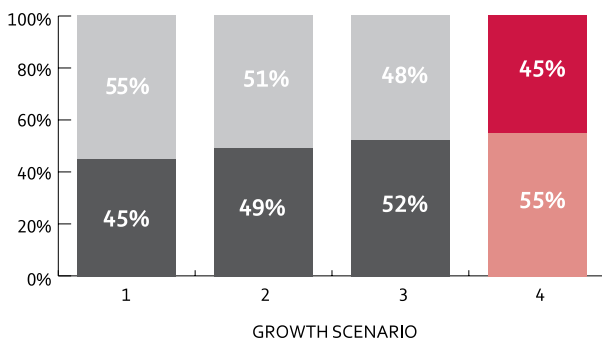
## GROWTH IN CORE AREA

● OUTSIDE CORE AREA ● IN CORE AREA

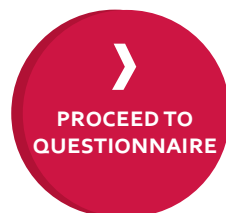


## OVERALL HOUSING COMPOSITION

● SINGLE-TWO UNIT ● MULTI-UNIT UNITS



Tell us about your path,  
follow the link below to  
our questionnaire.



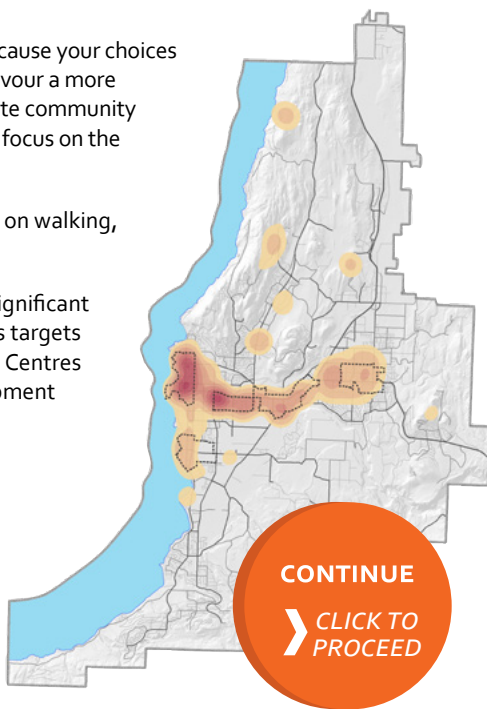


## Growth Scenario #3: *Progressive Shift / Focused Urban Core*

You have arrived at this growth scenario because your choices have generally indicated that your values favour a more deliberate shift towards a compact, complete community with less growth in the outskirts and a clear focus on the Urban Core.

Infrastructure investments will focus more on walking, cycling and transit.

Implementing this scenario will require a significant change in course, as it sets more ambitious targets for multi-family development in our Urban Centres and lower targets for single family development elsewhere.



































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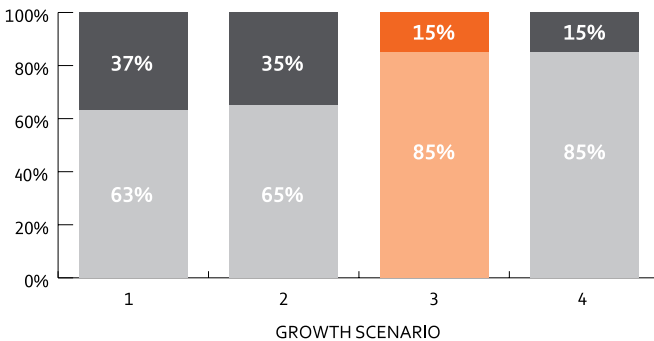
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**EVALUATION BY RELATIVE RANK** (4 is aligned most with policy, 1 is least)

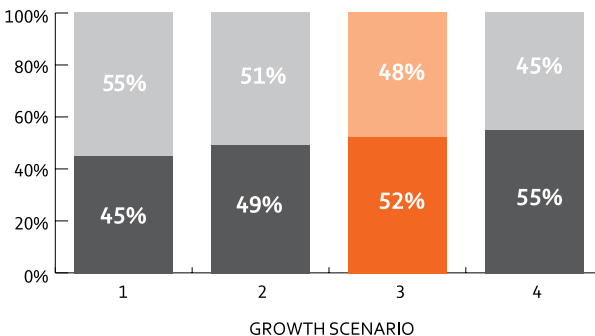
| Account                 | Scenario 1  | Scenario 2  | Scenario 3  | Scenario 4  |
|-------------------------|---|---|---|---|
| Agricultural Protection |  1 |  2 |  3 |  4 |
| Financially Resilient   |  1 |  2 |  3 |  4 |
| Growing Economy         |  3 |  3 |  4 |  4 |
| Growth Management       |  1 |  2 |  3 |  4 |
| Health and Safety       |  2 |  2 |  4 |  4 |
| Livable Communities     |  2 |  3 |  3 |  3 |
| Mitigate Climate Change |  2 |  2 |  3 |  4 |
| Travel Choices          |  2 |  1 |  3 |  4 |
| <b>Total</b>            | <b>14</b>   | <b>17</b>   | <b>26</b>   | <b>31</b>   |

**GROWTH IN CORE AREA**

● OUTSIDE CORE AREA ● IN CORE AREA


**OVERALL HOUSING COMPOSITION**

● SINGLE-TWO UNIT ● MULTI-UNIT UNITS



Tell us about your path,  
follow the link below to  
our questionnaire.



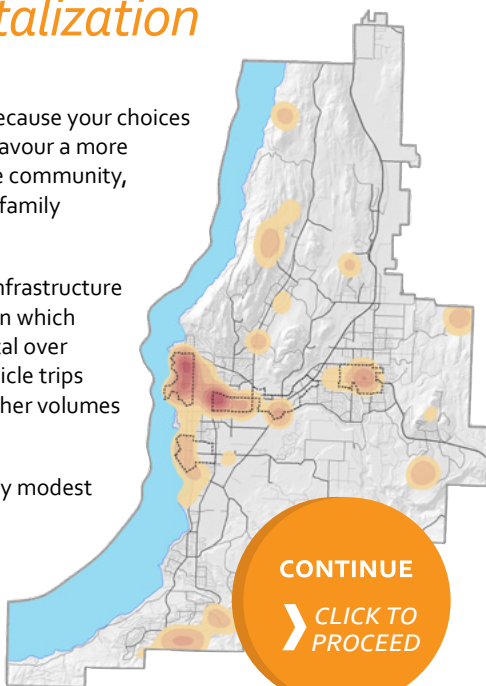


## Growth Scenario #2: *Gradual Shift / Dispersed with Urban Centre Revitalization*

You have arrived at this growth scenario because your choices have generally indicated that your values favour a more gradual shift towards a compact, complete community, continuing to allow for low-density, single family development in the outskirts of the city.

This scenario anticipates more dispersed infrastructure needed to service this development pattern which would increase costs and taxation for capital over time. Generally, there would be longer vehicle trips as congestion may be accelerated with higher volumes of traffic travelling longer distances.

Implementing this scenario will require only modest changes from our current course of action.



































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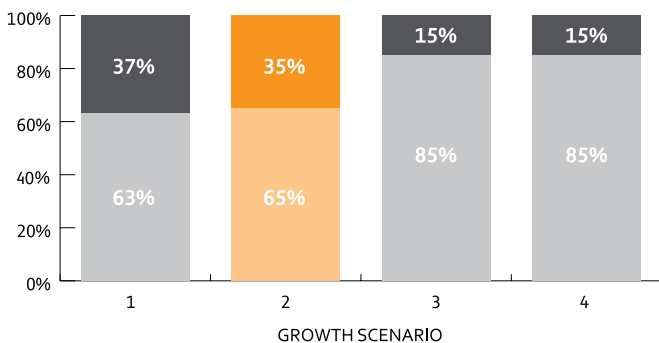
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| EVALUATION BY RELATIVE RANK (4 is aligned most with policy, 1 is least) |   |   |   |   |  |  |
|---|---|---|---|---|--|--|
| Account   | Scenario 1  | Scenario 2  | Scenario 3  | Scenario 4  |  |  |
| Agricultural Protection   |  1 |  2 |  3 |  4 |  |  |
| Financially Resilient   |  1 |  2 |  3 |  4 |  |  |
| Growing Economy   |  3 |  3 |  4 |  4 |  |  |
| Growth Management   |  1 |  2 |  3 |  4 |  |  |
| Health and Safety   |  2 |  2 |  4 |  4 |  |  |
| Livable Communities   |  2 |  3 |  3 |  3 |  |  |
| Mitigate Climate Change   |  2 |  2 |  3 |  4 |  |  |
| Travel Choices  |  2 |  1 |  3 |  4 |  |  |
| <b>Total</b>  | <b>14</b>   | <b>17</b>   | <b>26</b>   | <b>31</b>   |  |  |

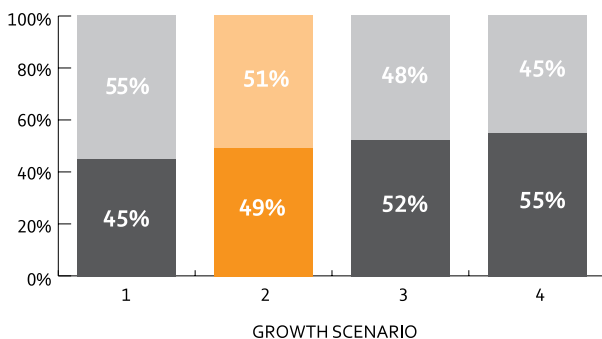
## GROWTH IN CORE AREA

● OUTSIDE CORE AREA ● IN CORE AREA



## OVERALL HOUSING COMPOSITION

● SINGLE-TWO UNIT ● MULTI-UNIT UNITS



Tell us about your path,  
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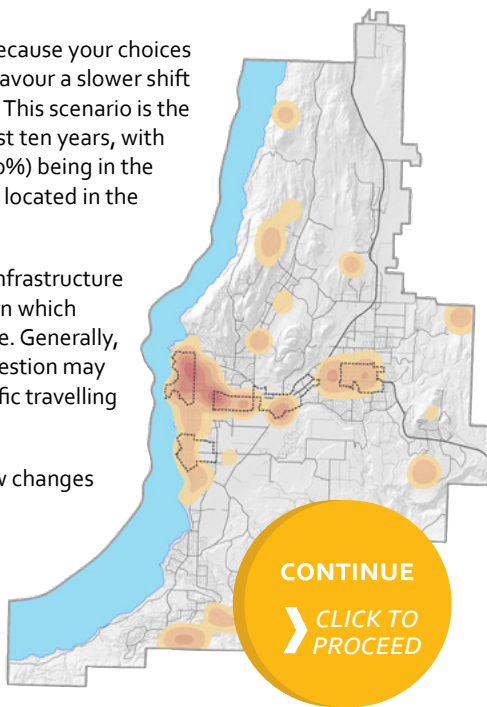


## Growth Scenario #1: *Slow Shift / Dispersed*

You have arrived at this growth scenario because your choices have generally indicated that your values favour a slower shift towards a compact, complete community. This scenario is the closest to the growth observed over the last ten years, with a significant share of new development (40%) being in the form of low-density, single-family housing located in the outlying areas of the city.

This scenario anticipates more dispersed infrastructure needed to service this development pattern which would increase costs and taxation over time. Generally, there would be longer vehicle trips as congestion may be accelerated with higher volumes of traffic travelling longer distances.

Implementing this scenario will require few changes from our current course of action.

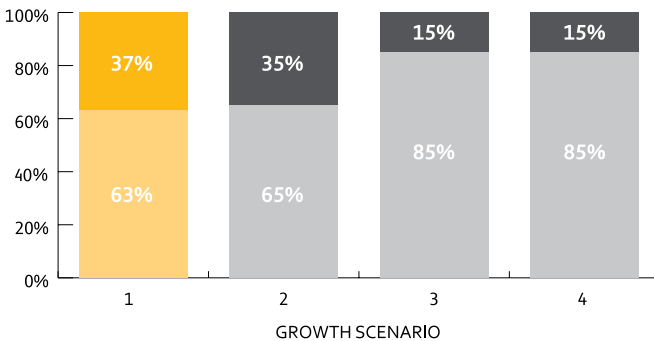


### EVALUATION BY RELATIVE RANK (4 is aligned most with policy, 1 is least)

| Account                 | Scenario 1               | Scenario 2               | Scenario 3               | Scenario 4               |
|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Agricultural Protection | <div><div></div></div> 1 | <div><div></div></div> 2 | <div><div></div></div> 3 | <div><div></div></div> 4 |
| Financially Resilient   | <div><div></div></div> 1 | <div><div></div></div> 2 | <div><div></div></div> 3 | <div><div></div></div> 4 |
| Growing Economy         | <div><div></div></div> 3 | <div><div></div></div> 3 | <div><div></div></div> 4 | <div><div></div></div> 4 |
| Growth Management       | <div><div></div></div> 1 | <div><div></div></div> 2 | <div><div></div></div> 3 | <div><div></div></div> 4 |
| Health and Safety       | <div><div></div></div> 2 | <div><div></div></div> 2 | <div><div></div></div> 4 | <div><div></div></div> 4 |
| Livable Communities     | <div><div></div></div> 2 | <div><div></div></div> 3 | <div><div></div></div> 3 | <div><div></div></div> 3 |
| Mitigate Climate Change | <div><div></div></div> 2 | <div><div></div></div> 2 | <div><div></div></div> 3 | <div><div></div></div> 4 |
| Travel Choices          | <div><div></div></div> 2 | <div><div></div></div> 1 | <div><div></div></div> 3 | <div><div></div></div> 4 |
| <b>Total</b>            | <b>14</b>                | <b>17</b>                | <b>26</b>                | <b>31</b>                |

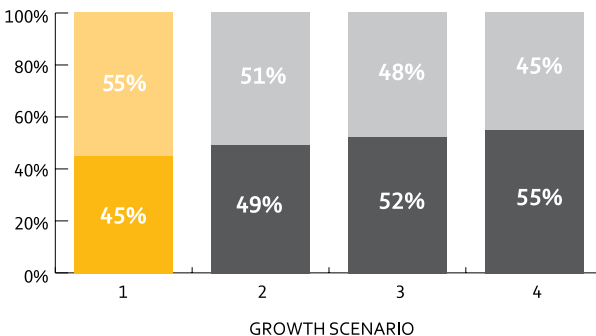
### GROWTH IN CORE AREA

● OUTSIDE CORE AREA ● IN CORE AREA



### OVERALL HOUSING COMPOSITION

● SINGLE-TWO UNIT ● MULTI-UNIT UNITS



Tell us about your path,  
follow the link below to  
our questionnaire.



**PROCEED TO  
QUESTIONNAIRE**

# Help Your Community and Have Your Voice Heard:

[KELOWNA.CA/PICKYOURPATH](https://kelowna.ca/pickyourpath)