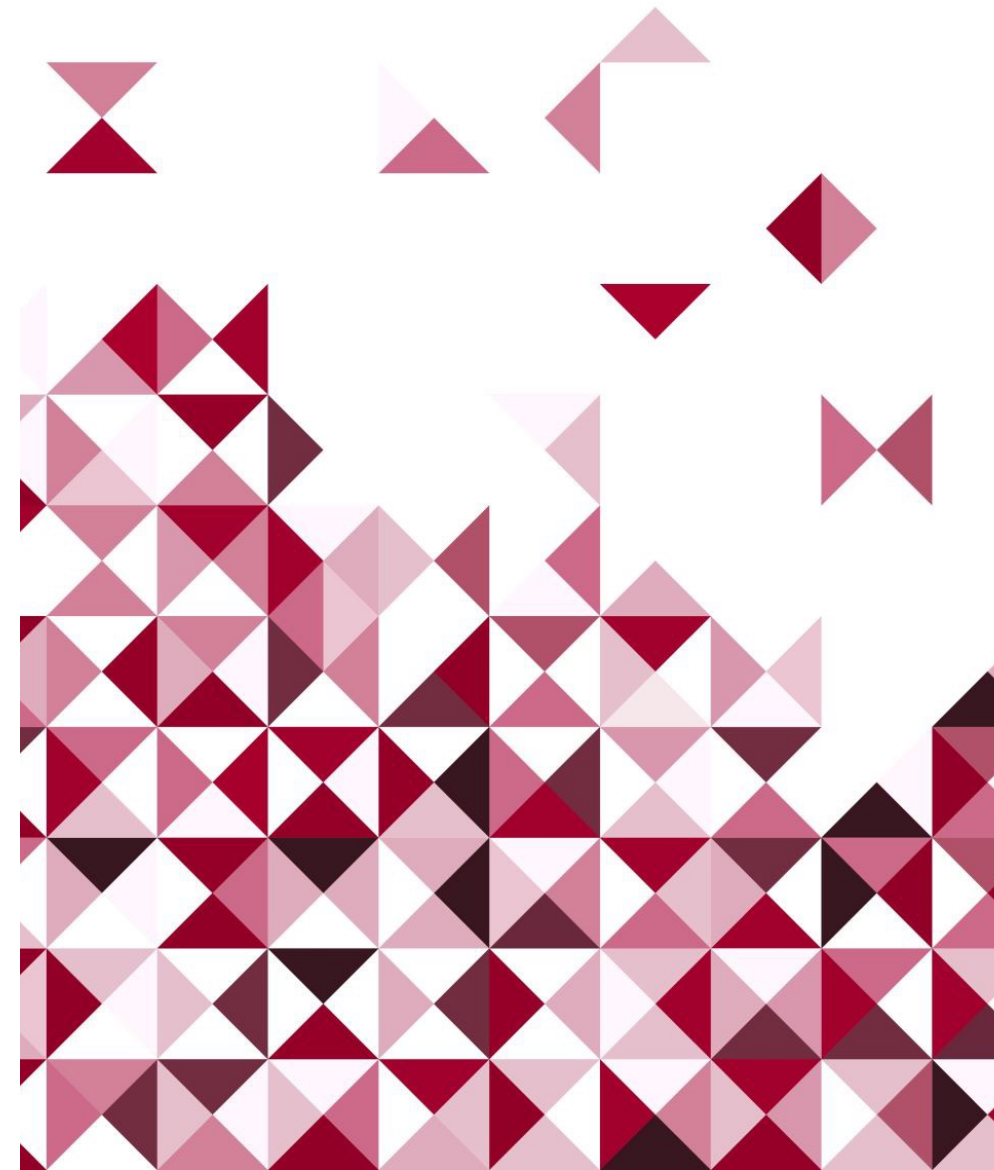


Westbank Town Centre Revitalization

MAIN STREET



Importance of having a vibrant Main Street

Main street is where we learn about our past, explore our culture, and rediscover our community's identity.



First, we shape our infrastructure,
then our infrastructure shapes
our culture and community.

“Social infrastructures are public systems, amenities, buildings, spaces, platforms, services, activities, organizations, networks and movements that shape how people interact and support collective life.” ([Engle, Agyeman, & Chung-Tiam-Fook, Sacred Civics: Building Seven Generation](#))

Unfortunately, social infrastructures are often overlooked in city design, because that connectedness between neighbours is often just assumed to exist. ([Inda Intiar, Weaving Cohesion Through Inclusive Social Infrastructure](#))



Westbank Revitalization Plan Priority

The MoTI-funded removal of the Hwy 97 couplet and the transfer of Main Street back to City of West Kelowna.

“Removal of highways has positive impacts. “As we slow things down, value gets added” to cities through more mobility choices, better urban design, and greater investments, which draw new people and businesses.” Ian Lockwood, a livable transportation engineer



Westbank Revitalization Plan Priority

A pedestrian-oriented Main Street with prominent civic open spaces

A pedestrian zone eases access to local commerce and services, has cleaner atmosphere and, in short, provides the quality of life expected in a city. It can reactivate commercial life and bring wealth and prosperity to areas punished by traffic congestion.



Westbank Revitalization Plan (2011)

Approved and adopted by

West Kelowna Mayor and Council:

Doug Findlater, Mayor

Gord Milsom, Councillor

Rosalind Neis, Councillor

Carol Zanon, Councillor

David Knowles, Councillor

Duane Ophus, Councillor

Bryden Winsby, Councillor

District of West Kelowna



Westbank Centre Revitalization Plan



Adopted
August 16, 2011

Have the WRP Main Street recommendations been addressed?

Recommendation #1 - Transportation Impact Assessment (TIA) of the Highway Couplet regarding the realignment and transfer of Main Street to City authority?

Results: A TIA has not been undertaken. (Source: Allen Fillion, Director of Engineering)

Recommendation #3 - Memorandum of Understanding (MoU) with MoTI to confirm, commit to and fund the preferred concept for removal of the couplet through Westbank Centre based on the technical analysis and recommendations of the plan, namely, to remove the Provincial highway function from Main Street and implement the preferred concept for Dobbin Road to accommodate all Provincial highway functions through the town centre.

Results: "I am unaware of any such MOU." (Paul Gipps, CAO)



Have the WRP Main Street recommendations been addressed? (Continued)



Recommendation #3 - Westbank Parking Study.

Results: Yes, the city has reviewed parking requirements in Westbank Centre in the last 15 years. The city is currently undertaking a review of parking to help implement changes associated with the new Official Community Plan. We anticipate the review and corresponding report to Council to happen shortly. (Source: Chris Oliver, Planning Manager)

Recommendation #4 - Business Case Analysis for Westbank Town Centre business regarding realignment and transfer of Main Street to City authority.

Results: A BCA as not been undertaken. (Source: Allen Fillion, Director of Engineering)



Have the WRP Main Street recommendations been addressed? (Continued)

Recommendation #5 - Sidewalk Café Policy.

Results: No. (Source: Brent Magnan, Director of Development Approvals)



Recommendation #6 - Street Tree Policy.

Results: No, although street trees are identified in the city's works and services bylaw. (Source: Brent Magnan, Director of Development Approvals)



Recommendation #7 - Iconic Gateways that announce Westbank Towne Centre at both east and west gateways.

Results: Not to my knowledge. (Source: Brent Magnan, Director of Development Approvals)



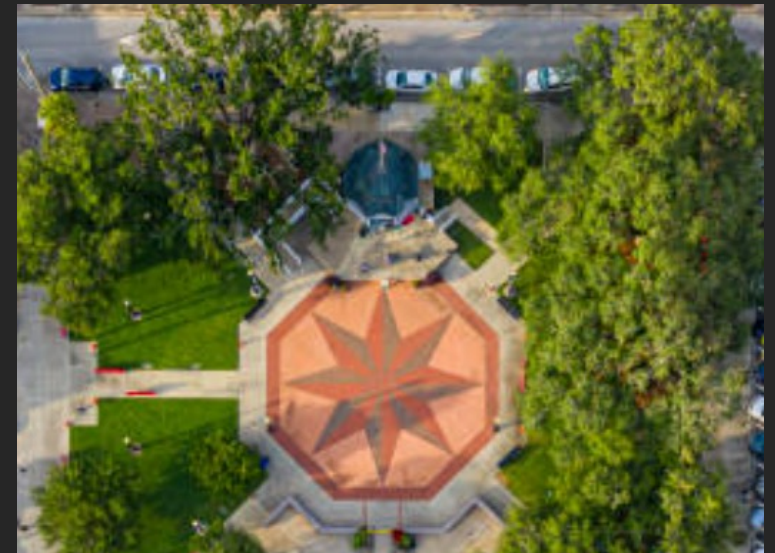
Have the WRP Main Street recommendations been addressed? (Continued)

Recommendation #8 - Community plaza in front of the Westbank Centre Lions Community Hall.

Results: No

Recommendation #9 - Main Street Streetscape Design.

Results: We do not currently have a Main Street Detailed Streetscape Design. (Source: Casey Loudoun, Planning Technician) Main Street is not under the City's jurisdiction. (Chris Oliver, Planning Manager)



Have the WRP Main Street recommendations been addressed? (Continued)

Recommendation #10 - Public Art in Public Places Policy.

Results: We don't currently have an Art in Public Places Policy.
(Source: Kevin Bouchier, Supervisor of Recreation and Culture)

Recommendation #11 - Dedicated city webpage to inform the community of Westbank Centre initiatives and projects.

Results: Not currently (Source: Brent Magnan Director of Development Approvals)



Results from WRP-Main Street Recommendations

One out of eleven short-term (2011 – 2015) recommendations for the revitalization of our Main Street have been completed.

District of West Kelowna



Westbank Centre Revitalization Plan



Adopted
August 16, 2011

Give Main Street the opportunity to be revitalized, restored and resurrected.

Revitalized – to inspire (something) with new life and vitality.

Restored return (someone or something) to a former condition, place, or position.

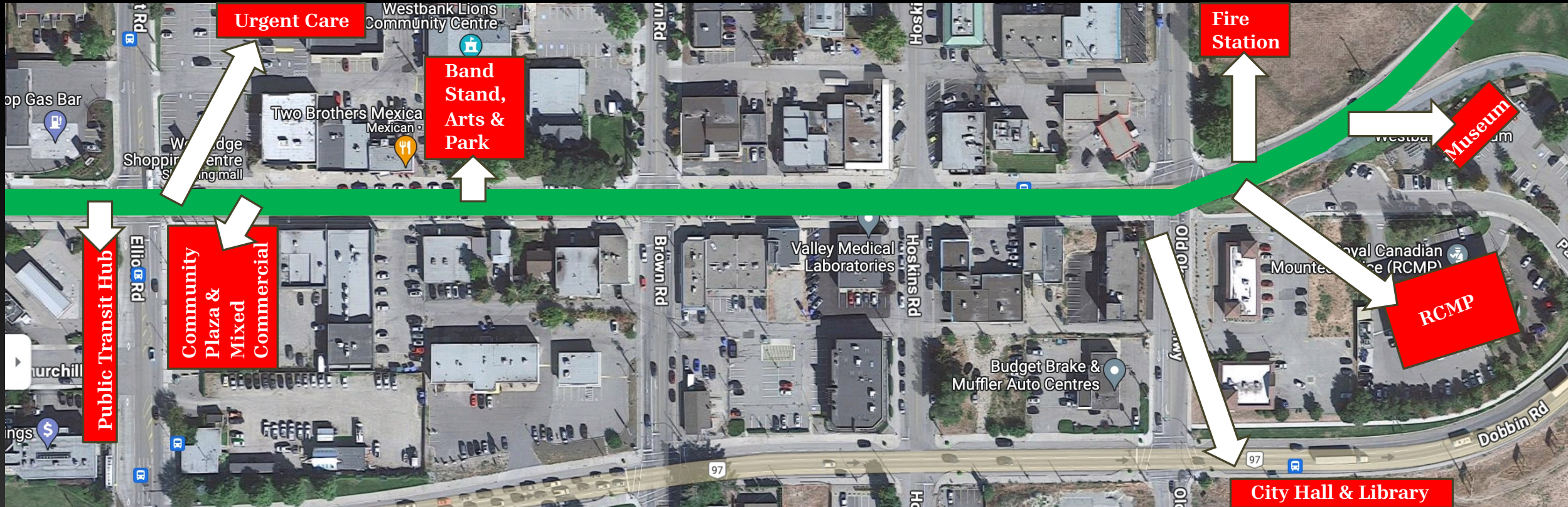
Resurrected - revive the practice, use, or memory of (something); bring new vigor to.



Our Main Street helps define our community and can create a unique identity within a larger regional context. Our Main Street can also create fertile grounds for small businesses to grow. A vital Main Street retains and creates jobs, which means a stronger tax base while reducing sprawl and using community resources wisely saving valuable tax dollars.



A pedestrian-orientated Main Street connecting city businesses, services and amenities.



Official Community Plan

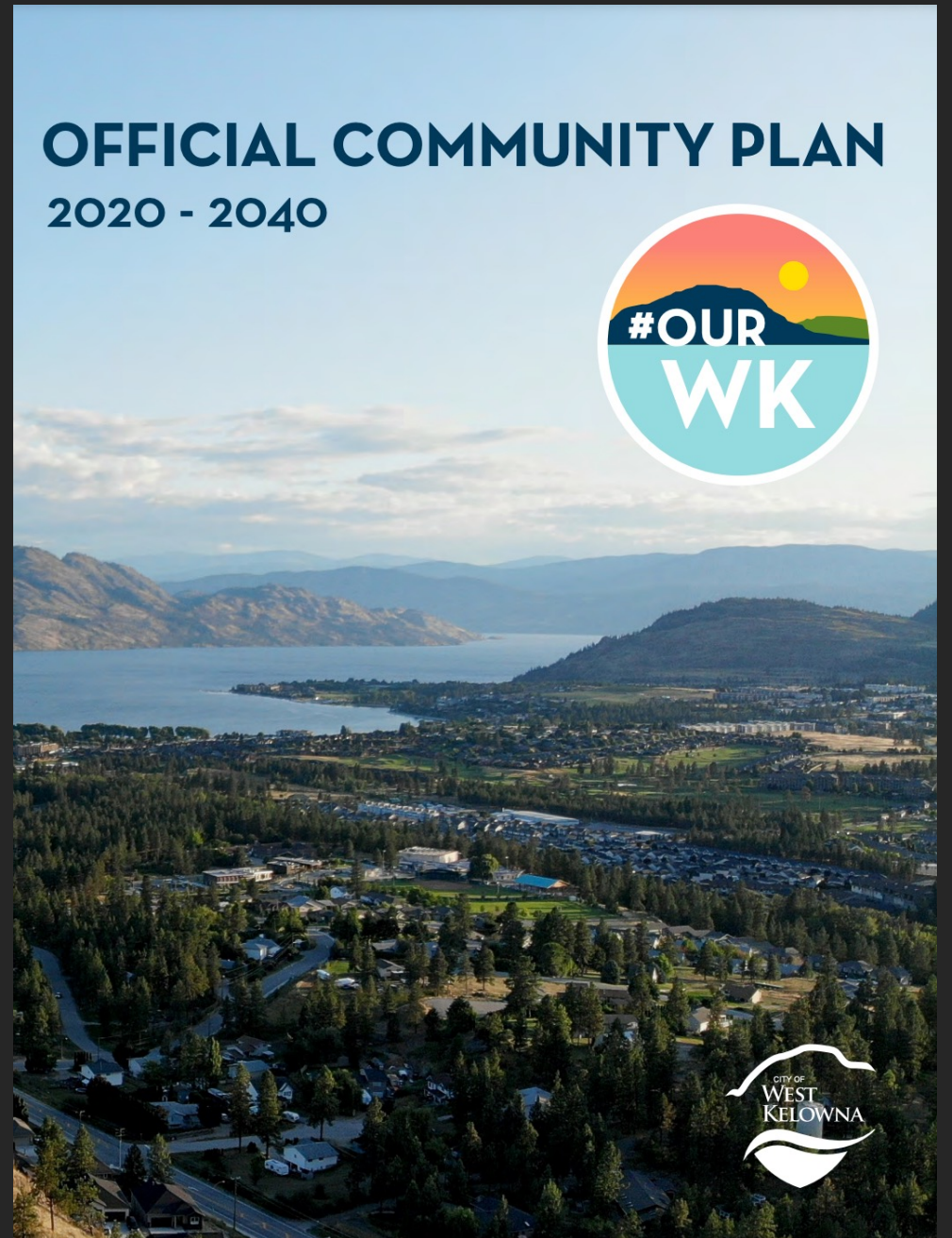
Section 2.3. Westbank

Urban Centre

Objective #4:

Current: To have Brown Road develop into a high street, thereby being the most prominent area for a mix of activities with street fronting commercial uses.

Amended: To have Main Street restored into a high street, thereby being the most prominent area for a mix of activities with street fronting commercial uses.



Why?

Residents historically and culturally identify with Main Street.

Main Street is an identifiable entrance or welcome corridor to Westbank Town Centre for residents and visitors alike.

Main Street, the centre of Westbank, should be our street NOT the provinces.

Main Street is integral in building our city's social infrastructure and identity.

