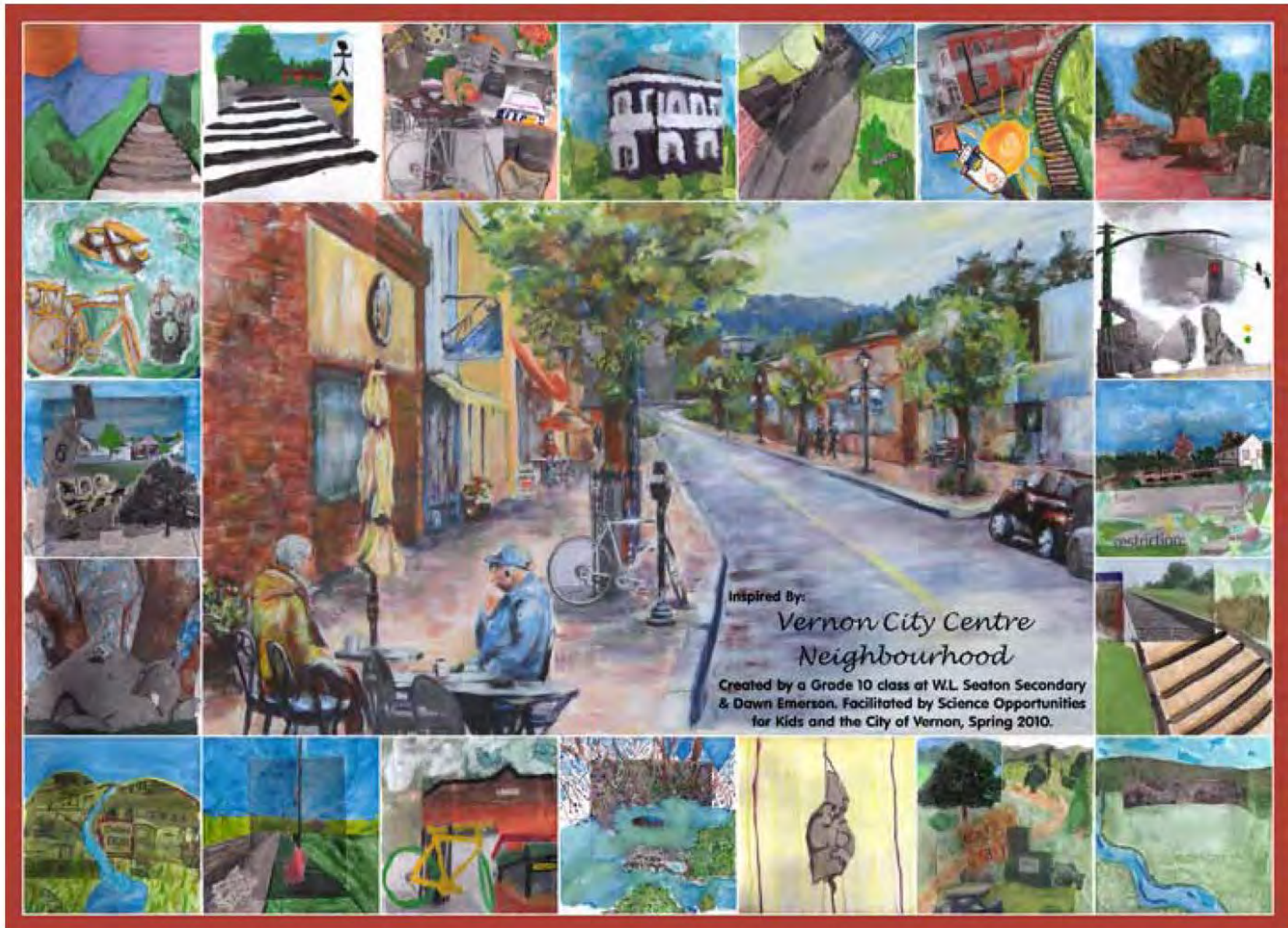


CITY CENTRE NEIGHBOURHOOD PLAN



Adopted November 14, 2011

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1.0 Context

Below is a summary of the most common words used in responses to the 2011 public consultation for the City Centre Neighbourhood Plan.



Wordles are clusters of words that represent public feedback pertaining to a section of the Plan. The larger the word, the more times it was repeated in the feedback.

Our Sustainable City Centre

Vernon's City Centre extends from Polson Park to 43rd Avenue and from the Schubert Centre to the Courthouse. This area is the heart of our community. It includes the Historic Downtown, the Recreation Centre, family neighbourhoods, schools and medical services, among many other services and amenities. Community events, jobs, shopping and services bring many Vernon and area residents to our City Centre.



30th Avenue

This Plan looks to build on the efforts of the business community, residents, non-profit groups and organizations to make the downtown a special and unique place. Past revitalization initiatives, such as the 30th Avenue streetscape improvements in 2001, have greatly contributed to the main street experience in Vernon. Investment in businesses and buildings has expanded the number of services and jobs available in the area.

The 1998 *Downtown Concept Plan* focused on four key components of the downtown: economic development, design, transportation and parking, and land use zoning and public policy. These are all integral components of a vital City Centre. These



directions will continue to be built upon and successes celebrated in the City Centre Neighbourhood Plan.

The City Centre Neighbourhood Plan includes an area much larger than the Historic

Downtown, and its goals are farther reaching. All communities are facing similar challenges including rising energy costs, infrastructure replacement, increased responsibilities, economic pressures and climate change, among others. These issues underscored the development of the community driven Official Community Plan 2008 (OCP).

The City is expected to grow by 13,000 people by 2031 to 51,600. Vernon is not only growing but the population is aging and with that comes a host of challenges. It is estimated that 26% of the population will be aged 65 years or older in 2031 (OCP Section 3.0 Population and Housing Profile and Projections details the City's expected growth to 2031). The City Centre already has a concentration of housing and services which support an active senior's population, and this needs to be enhanced into the future.

Fundamental to the OCP, is Section 4.0, the Growth Strategy and Land Use Plan. The strategy seeks to accommodate more growth and development in the City Centre, thereby

The City Centre Neighbourhood Plan will help achieve the Guiding Principles of the *Official Community Plan 2008*, identified by the community and endorsed by Council:

- Ensure housing meets the needs of the whole community
- Create a culture of sustainability
- Protect agricultural land
- Create strong compact and complete neighbourhoods
- Provide alternative transportation
- Revitalize the Downtown
- Create a youth friendly city
- Development pays for itself
- Protect and preserve green spaces and sensitive areas

providing housing and employment options that support public transit and reduce pressure on greenfield areas to absorb the City's growth. While significant housing opportunities exist in hillside and lake view areas, additional housing for families, seniors and full time residents is required.

Revitalization of the downtown is a guiding principle of the OCP, and development of a neighbourhood plan is a key implementation item to support this principle.



City Centre Neighbourhood Plan Area

The City Centre is bisected by Highway 97, a key inter regional transportation corridor. During the development of the Transportation Plan 2008, modelling indicated that traffic volumes would not warrant a highway bypass until at least 2050. As such, this plan looks to mitigate the impacts of the highway and address the real and perceptual barriers that it poses for the area.

A sustainable City Centre is an attractive, accessible and resilient core of the community that appeals to both local residents and visitors. It is a focal point for a wide cross section of citizens, businesses and community gathering places. Sustainable development fosters housing diversity, local business development, increased green space, enhanced transportation options and support for reinvestment in the heart of our city. Local decision making processes can support development that furthers the goals of the community, as identified in the Official Community Plan 2008.

Great places are not created by accident. They are the result of community action, effort and energy towards shared goals. Strong leadership and a commitment from local stakeholders are the driving forces behind change. Successful revitalization will require ongoing public and private collaboration, action and energy.

This plan aims to articulate a shared vision to guide these investments to garner maximum benefit for the community. This plan shall be used to guide decisions on municipal budgeting and infrastructure investment, projects and land development in the City Centre.

The private sector also has a powerful role to play, both in new development and investment in existing services. One of the qualities that gives the City Centre its own flavour is the collection of locally owned businesses. These businesses, many of which have been at their current location for generations, offer an experience to the consumer that is unique. Fostering growth in our local business community is a key objective of this plan.

What will Vernon's City Centre look like in 2031?

Vernon is a model of community sustainability.

The City Centre showcases Vernon's commitment to meet the needs of current and future generations through the integration of economic prosperity, social advancement and ecological protection. Vernon fosters a sustainable neighbourhood by considering all efforts from economic, social and environmental perspectives.



The City Centre is a great place to do business.



City Hall

The City Centre provides the environment, services and amenities to ensure existing and new businesses want to be here. The plan area is the employment centre of the North Okanagan.

Housing options are plentiful.



Row Housing
Photo by Dan Burden

The City Centre neighbourhood provides a wide range of housing options to meet the various needs of the population. Housing is close to quality public spaces and a range of public and private services and amenities. The City Centre is where people want to live.

Vernon is known for an aesthetic City Centre and design excellence.



30th Avenue

Aesthetic improvements and urban design enhancements make the City Centre a place where investment is strong and the streets are safe. The quality design of private and public spaces makes the community proud and attracts people to the area. The number of people using the area for their entertainment and shopping needs has increased.



Youth in Polson Park

High quality transportation networks are provided.

All modes of transportation into the City Centre are well supported and easy to use. A good balance between pedestrians, cyclists, public transit and vehicular traffic creates a safe, high quality destination for all users.



Transit Terminus



Commuter Challenge

Once in the City Centre, pedestrians enjoy their experience in a highly walkable and fully accessible environment.

Vernon's unique heritage character is protected and enhanced.



30th Avenue at 32nd Street

Downtown Vernon's rich history and identity is preserved through the protection and enhancement of heritage buildings and public spaces, the reuse and adaptation of existing buildings. New development complements the existing character of the neighbourhood while being true to the era in which it was built.

2.0 Public Consultation

What do you like about the Draft Plan?

What should be changed?

What is missing?



Wordles are clusters of words that represent public feedback pertaining to a section of the Plan. The larger the word, the more times it was repeated in the feedback.

Public Consultation

The importance of the downtown to the entire community was strongly highlighted during the consultation process for the *Official Community Plan 2008*. As a result, one of the Guiding Principles of the document is to revitalize the downtown. Revitalization is about more than beautification efforts: it is about coordinating and focusing private and public investment and initiatives to create a neighbourhood that benefits the entire community.



Public Open House

To make that happen, it is important to understand how the community sees its City Centre: **what do people want the City Centre to be, now and in the future?** The Plan then identifies the various options and policies for **how to get there**.

The initial phases of the City Centre Neighbourhood Plan process focused on public participation and obtaining input on the issues and opportunities within the City Centre from



Seaton Secondary School Students

the community's perspective. This included the distribution of a questionnaire to all households in the city, as well as a series of five open houses held in the winter of 2009. Approximately 600 responses were received to the questionnaire and approximately 700 people participated in the open houses. Many other initiatives were also undertaken to gather feedback from a diverse cross section of the public and numerous committees, associations and organizations.

A tremendous amount of input was received. A draft Plan was developed directly from the public consultation and reflected the themes, issues and opportunities that emerged.

Once the plan was drafted, the City conducted an additional consultation process in the winter of 2011. This was an effort to check back with the public to ensure the Plan echoed the community's desired future. The question was asked, **did we get it right?** A variety of public events were held and approximately 660 people meaningfully participated in events and



Global Education Secondary School Students

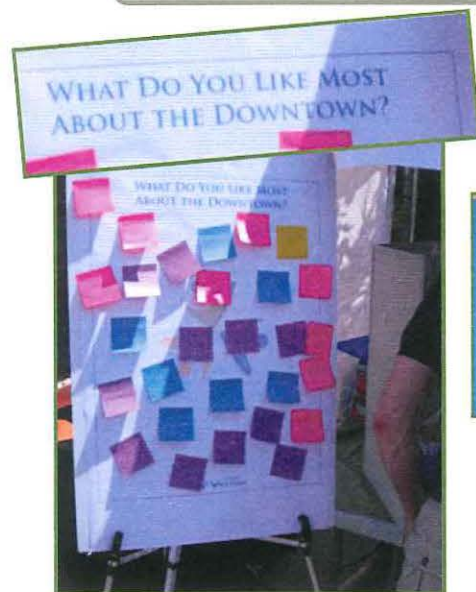
meetings and approximately 160 feedback forms were received. Additional written comments and letters were received from Council committees, community members and stakeholders. Based on the feedback, the Plan was further refined to what it is today.

At the beginning of certain chapters and sections there are wordles. Wordles are clusters of words that represent public feedback pertaining to a section of the Plan. The larger the word, the more times it was repeated in the feedback. Look to see if your words are there.



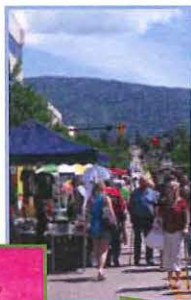
Walkability Tour with Dan Burden

"Thank You for allowing us the opportunity to provide input"
46 year old BX Resident and a 65 year old Okanagan Landing Resident



Better
for Bikes

Restaurants
Shops,
atmosphere
Coffee Shops
Theatre



Murals

PARKING IS
EASY TO FIND
AND CHEAP!

The
Restaurants

MORE
CULTURAL
EVENTS

Trees and
Sidewalk
patios

Cleanliness
and
Safe

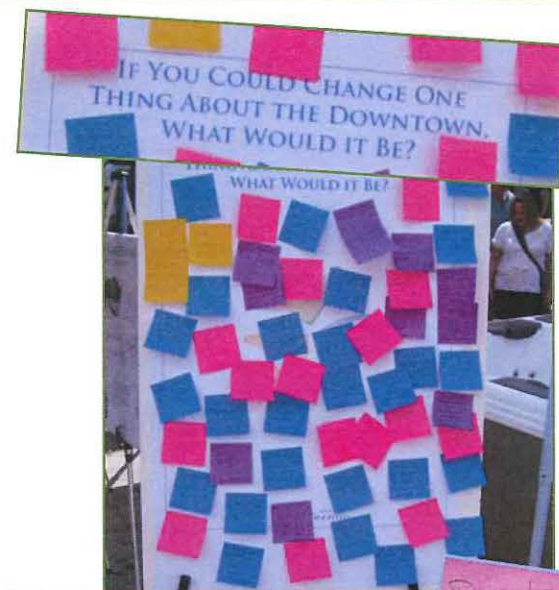
Increasing

of
PATIOS

HAVE
A
NICE DAY

Some of the groups and organizations that were consulted during the development of the Plan

Seniors Action Network
Independent Living Vernon
Partners in Action
BC Transit
Vernon Transportation Demand Management
Council Committee
BC Trucking Association
Ministry of Transportation and Infrastructure
Downtown Vernon Association
Kelowna Pacific Rail
Vernon Chamber of Commerce
Sustainable Environment Network Society
Greater Vernon Cycling Advisory Committee
Communities in Bloom
Affordable Housing Committee
Tourism Advisory Committee
Environmental Advisory Committee
Vision North Okanagan
Heritage Advisory Committee
Seaton and Fulton Secondary Students
Economic Development Committee
Advisory Planning Board
Vernon Land Trust
Ribbons of Green



Apartments
to live
in!
Condo Hi-Rise

People
Going to
Fast!

Washrooms

Not Safe
To Walk
Downtown
at Night

Downtown
LIVING-OVER
STORES

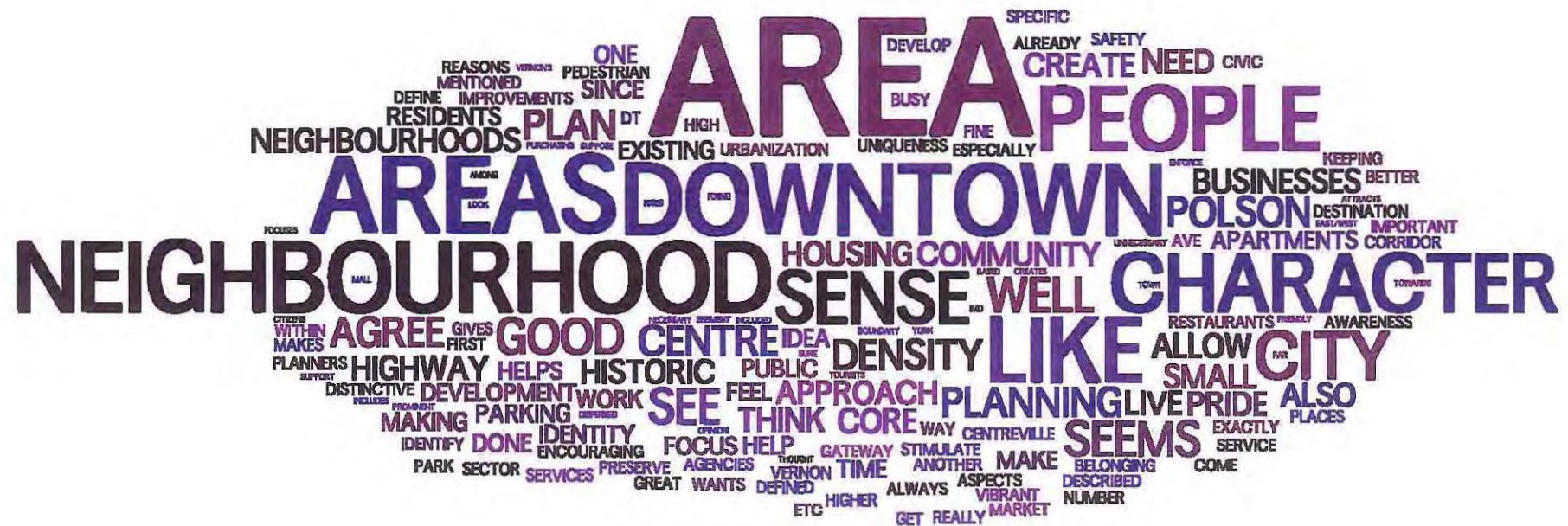
FARMERS
MARKET
DOWNTOWN!

FREE
PARKING

LESS TRAFFIC
MORE
PEDESTRIAN
FRIENDLY

3.0 Character Areas

Do you agree or disagree with the Character Areas approach and content?



Wordles are clusters of words that represent public feedback pertaining to a section of the Plan. The larger the word, the more times it was repeated in the feedback.

Character Areas

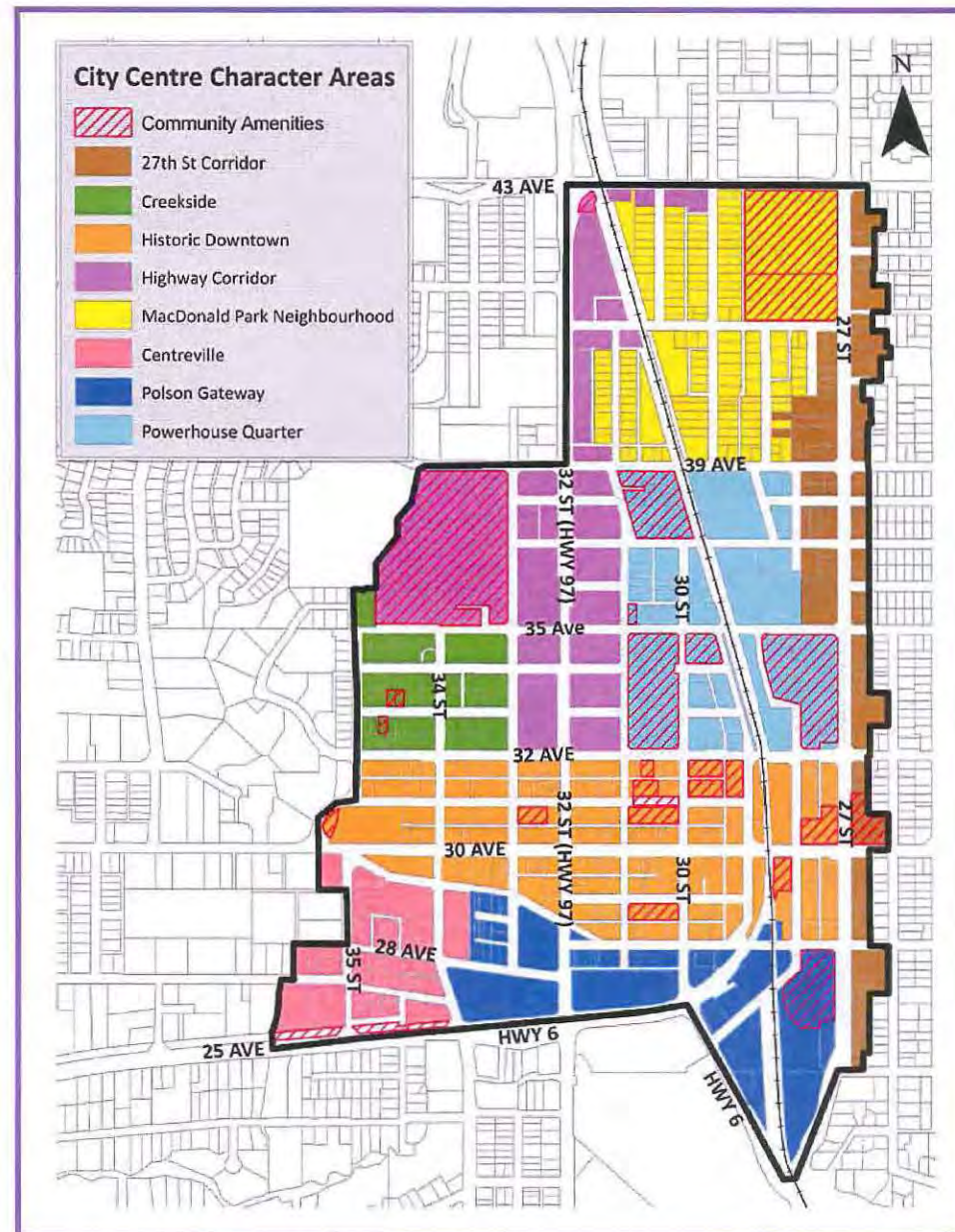
The City Centre District has many distinct areas that contribute to the overall character of the neighbourhood. The intent of the character areas is to provide policy that builds on the uniqueness of each area whether it be the special places, buildings or other features that define the identities.

This section of the Plan provides policy direction for each specific area as well as general guidelines and policies for development and redevelopment within the City Centre as a whole. The area specific policies and the general policies provide guidance to ensure that new investment, public and private, large and small, is focused toward implementing the Plan. **This section is complemented by the design guidelines and policies in Section 4.0.**

Land Use Designations

The City Centre Neighbourhood Plan works together with Map 1 –Land Use Map in the Official Community Plan. The City Centre Land Use Designations include the following designations:

Mixed Use – High Density Commercial and Residential. This urban designation allows and encourages mixed land use development up to 12 storeys where appropriate. Street



"A character area helps build a sense of belonging in a neighbourhood which brings a sense of responsibility, and caring among residents".

68 year old Vernon resident

level activity should focus on retail uses, cafes, restaurants, coffee shops, bars/pubs, grocery stores, artist studios, neighbourhood-serving businesses and specialty shops and services. High density residential development above commercial uses will assist in creating a vibrant urban environment.

Mixed Use - Medium Density Commercial and Residential. This designation is designed to provide the same atmosphere described above but in a smaller context. Mixed use development can be up to 6 storeys where appropriate.

Residential – High Density – This residential designation provides for high density residential development up to 12 storeys. Commercial

uses are secondary, providing specific services to residents, including local convenience, personal services, small scale restaurants and small businesses. Hotel uses may also be introduced where appropriate.

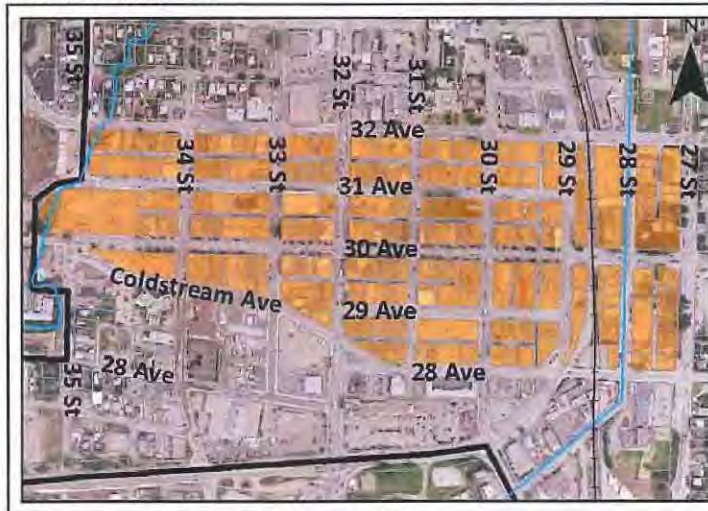
Community Commercial - This area provides medium scale commercial development. Restaurants, retail, gas stations and hotels are among the potential uses in these area. Residential uses are permitted but are restricted as a secondary use.

Residential Small Lot – Single & Two Family Dwelling. This family oriented residential designation can be a maximum of 3.0 storeys. These may include small lot single and two family dwellings, secondary suites, carriage

houses, and ground oriented attached housing units including rowhousing and smaller townhome developments.

In Mixed Use and Community Commercial land use designations, commercial and residential land uses are encouraged to be within the same building. Development must include commercial uses at street level in the Historic Downtown Character Area and on properties fronting Highway 97, Highway 6 (including the future connector) and 27 Street. Purely residential development of differing densities will be considered in all other areas. Densities and heights will be considered at the time of rezoning in the context of surrounding development and policies in this document.

Historic Downtown



Historic Downtown

Development Intent

The Historic Downtown is a vibrant, pedestrian focused mixed use focal point in the heart of the City Centre. This area is designated for mixed land uses both at high and medium densities.

This area can serve as a model and catalyst for ongoing investment in the entire City Centre neighbourhood and provide a diversified shopping environment with

continuous retail at grade and pedestrian friendly streets, parks and open spaces.

Redevelopment Policies

1. Support the development and redevelopment of mixed use retail, office, commercial, entertainment, residential, hotel and other high activity uses by removing barriers to development and providing incentives.
2. Strengthen and enhance 30th Avenue as the focus of the City Centre's main shopping and entertainment area. The feel of 30th Avenue shall be recreated on other streets in this area through redevelopment and streetscape improvements.
3. Support redevelopment of vacant and underutilized lands.
4. Encourage property owners to participate in streetscape revitalization programs in partnership with the City.
5. Encourage growth in the number and variety of appropriate destination entertainment venues to contribute to a vibrant nightlife for all types of users, including a venue for live music. Regulations designed to avoid overcrowding and public disturbances by not concentrating these uses in any one area will be considered.
6. Encourage land uses that can support each other through shared parking opportunities such as office and retail sharing with residential, restaurants and entertainment venues.
7. Encourage the development of housing in this area in order to attract residents and employees to support a full complement of retail and restaurant uses and make the area more active.
8. Encourage street vending, sidewalk cafes, performance and busking and other non-traditional commercial uses in parks and open spaces or where the sidewalk can accommodate such uses as appropriate.
9. Explore ways of animating the streets bringing life, art, music and people to the downtown.
10. Investigate ways to make the alleys more visually interesting and usable. Improve public perception regarding safety in the lanes.
11. Investigate the development potential of the lane north of 30th Avenue adjacent to Cenotaph Park to provide pedestrian



Historic Downtown Vernon at 30th Avenue and 32nd Street.



Downtown Penticton



30th Avenue Streetscape.

"Encourage residency downtown, with all amenities available close by - food, parks, entertainment, shopping, so people don't have to drive. They'll be walking the neighbourhood, giving it life".

53 year old East Hill resident

scaled commercial such as an outdoor market, busking and vending uses.

12. Encourage businesses to add entrances off the alley where pedestrian activity is anticipated, specifically bordering on Cenotaph Park. Businesses are encouraged to create entrances, provide displays and wares for sale and have table seating off alley entrances.
13. Work with Economic Development to explore opportunities to bring more employment opportunities to the area.
14. Development in this area may be strictly commercial but not purely residential. All development must include commercial uses at street level.

Public Amenities

15. Enhance the pedestrian connection between the Civic Centre and the Historic Downtown through the former Medical Clinic site with public amenities such as a playground and public washrooms.
16. Continue improvements to the Polson Greenway, including the connection between 30th and 29th Street, to establish the street as a signature movement corridor.

17. Propose to relocate the Transit Terminus to Cenotaph Park to provide ready access to the Polson Greenway, the Public Library, the Civic Plaza and the Historic Downtown. The terminus may also provide an opportunity for future park enhancements.

Polson Gateway

Development Intent

The Polson Gateway Area is characterized by larger scale buildings and uses including retail

Polson Gateway Character Area





Okanagan Spring Brewery, 2010.

commercial businesses, the Okanagan Spring Brewery and the Fruit Union Plaza. As the main gateway into Vernon from Kelowna and Coldstream, this area should be welcoming and attract people to the City Centre.

The area can adapt over time, continuing to strengthen its retail base and introducing office uses while seeking ways to connect to the surrounding downtown core and Polson Park. Residential uses are minimized and secondary to the commercial nature of development fronting Highway 6 and Highway 97.

Redevelopment Policies

18. Encourage the intensification of density and land uses with a focus on commercial, office space and street level retail with active block faces.



Original site of the Okanagan Spring Brewery. Photo courtesy of the Greater Vernon Museum and Archives.

19. The Okanagan Spring Brewery should be celebrated and supported as an iconic and unique use and structure in this area.
20. Big box retail and drive-through uses are not permitted.
21. Building walls facing the street should be highly transparent and articulated at the ground level and second storey to reflect a high level of pedestrian interaction and be visually appealing and interesting to motorists.
22. Work with land owners, Ministry of Transportation and Infrastructure and Communities in Bloom to beautify this area with landscaping, street trees, signage and art.
23. Sign clutter and signage out of scale with the associated building are to be discouraged.

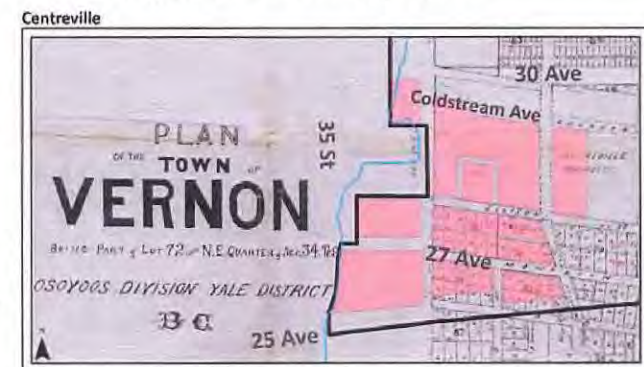
Public Amenities

24. Explore reopening 31st Street through the Fruit Union site as a pedestrian and cycling link to Polson Park through redevelopment.
25. Complete the Polson Greenway and 25th Avenue streetscape improvements to enhance links through the area to Polson Park.

Centreville Residential

Development Intent

This area should contain the highest residential densities in the City Centre. Centreville will provide a desirable, safe and walkable high density neighbourhood. Minimal commercial uses will be provided including local convenience, personal



services, small scale restaurants and small businesses. This area is also appropriate for purely residential or hotel development.

This area also accommodates a number of service agencies and community resources. It is important to continue to accommodate these services in a central and easily accessible area.

Redevelopment Policies

26. Reinforce this area as the City Centre's primary high density residential area.
27. Support infill development encouraging a variety of higher density housing types.
28. Encourage 20% of units to be affordable



Apartment housing in Kelowna.

and attainable as defined by Vernon's Attainable Housing Strategy.

29. Residential development shall provide necessary support services, and community and recreation facilities to meet the residents' needs.

Creekside

Development Intent

The Creekside area is a unique neighbourhood due to BX Creek flowing at its centre, connecting the Recreation Centre complex to the Historic Downtown. This area will remain predominantly residential. Redevelopment should provide opportunities for ground oriented low to medium density

Creekside



residential intensification that respects the existing character of the area.

Commercial, retail, office and personal and health services shall be limited to properties along 32nd Avenue and 33rd Street. New development will protect and enhance the riparian area along Vernon Creek and provide public access and a strong visual connection to the creek. A pedestrian path along the creek is supported.

Redevelopment Policies

30. New development should contribute to the construction or provision of public amenities, connections to BX Creek and a multiuse creek side pathway.
31. Encourage redevelopment of low to medium residential densities through the integration of attached units, two family and appropriately scaled townhouse and rowhouse developments.
32. Ensure a strong commercial and pedestrian oriented edge along 32nd Avenue that provides for compatible land uses and appropriately scaled development within the transition edge to the Historic Downtown.

33. Commercial development is limited to properties fronting 32nd Avenue and 33rd Street. Redevelopments are strongly encouraged to operate out of remodelled residential buildings and contribute to the enhancement of streets to provide an appropriate transition to the residential area.

34. Home based business occupations will continue to be supported in areas other than those mentioned above.

35. Signage on the commercial properties should reflect the size, scale and design of the primary building or buildings on that property. The commercial signage design, lighting and location should not unduly impact adjacent residential lands.

36. Aim to minimize the impact to residents of downtown employees parking on streets in the area through the parking strategy, identifying driveway clearances and signage.



Public Amenities

37. The development of a multi-use trail along Vernon Creek will serve to improve connections to and within the City Centre and increase awareness of this significant natural area.

38. Work with local residents and service clubs to enhance and maintain the small creekside park on 33rd Ave.

Highway Corridor

Development Intent

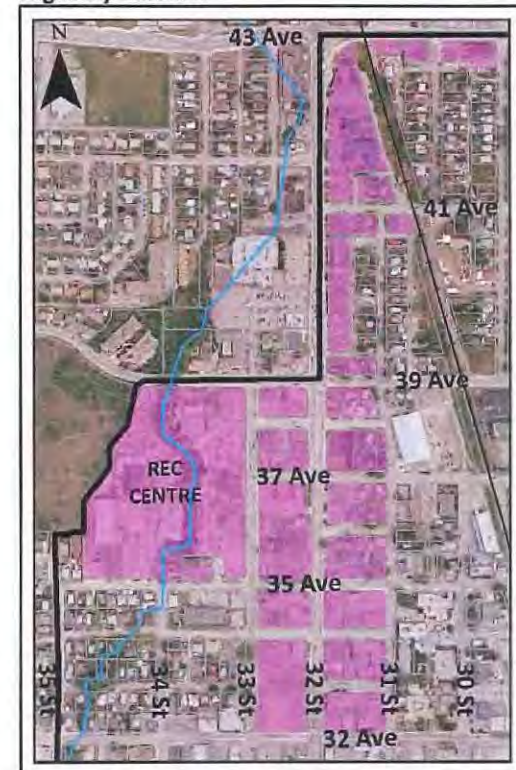
The highway corridor is the main corridor for vehicle traffic travelling through Vernon and the City Centre and includes typical highway commercial uses such as restaurants, gas stations and hotels. This area commonly provides a visitor's first impression of Vernon. Community recreation services provided in the area include the Recreation Centre, the Halina Centre and the Performing Arts Centre, all significant amenities to the entire city.

It is important that this corridor be treated as an integral component of the City Centre, and not divide the Plan area. Enhanced connections across the highway will assist in maintaining and enhancing use of all City Centre areas and access to recreation.

Redevelopment Policies

39. Work with land owners, Ministry of Transportation and Infrastructure and Communities in Bloom to beautify this area with landscaping, street trees, signage and art.
40. The conversion and reuse of existing houses for commercial uses shall be encouraged, especially those that have

Highway Corridor





historic or architectural value.

Highway 97

41. Explore the provision of public amenities through the development process to improve pedestrian linkages within the area and to the City Centre as a whole.
42. The Polson Greenway will serve as an alternative north-south pedestrian and cycling route to alleviate transportation conflicts along the highway corridor.
43. Signage clutter with excessive types of signs on each property, including portable, sandwich and tack-on signs, is not permitted.

Public Amenities

44. Pedestrian and cycling links across the highway, linking recreation amenities to all other City Centre character areas, is encouraged.
45. Improvements to the quality and function of BX Creek, development of a creekside trail, as well as working to daylight the creek, are to be undertaken as opportunities arise.
46. Support the enhancement of arts, culture, recreation, institutional and open space uses in the area to strengthen the area as an event and recreation hub.



Concept drawing of existing homes on Highway 97 converted into commercial uses

*"Try to make more affordable housing - truly affordable for the working young and low income pensioners".
63 year old Downtown resident*

47. Work with regional partners to plan for the long term replacement of recreational facilities.

MacDonald Park Neighbourhood

Development Intent

This neighbourhood provides a gateway into the City Centre along the Polson Greenway and along 41st Ave. Youth, transportation, recreation and access needs, as well as those of families living in the area, drive the

development of public amenities and adjacent services.

This character area is predominantly residential, made up of a variety of small lot single family housing types. Infill residential development should be encouraged with the goal of intensifying underutilized areas while maintaining a family oriented neighbourhood.

Commercial, office, personal and health services uses will continue to development on properties along 31 Street. Existing homes will transition to businesses while minimizing impacts on existing residential development. Mixed use properties will be encouraged to develop in a low rise nature with commercial and/or residential uses.

Redevelopment Policies

48. Support new and infill low to medium density residential development to increase the diversity of housing opportunities while enhancing the lowrise neighbourhood character.
49. For lands designated residential, home based businesses will be supported.

MacDonald Park Neighbourhood



Small Lot Homes on Mission Hill.

50. Reuse of brownfield properties is encouraged for mixed use and other development forms with residential above grade.
51. Signage in the area is likely to be installed for major home based businesses, care facilities and churches. Signage provisions for home based businesses provide for small signs that identify the business yet do not distract from the primary residential use and appearance of the property. Signage for care facilities and churches is to be commensurate with the scale and design of the building and landscaping on the property.
52. Commercial development along 31 Street is encouraged out of remodelled residential buildings and contribute to the enhancement of the street providing an appropriate transition between the Highway Corridor and the MacDonald Park residential area east of the railroad tracks.
53. Signage on the commercial properties should reflect the size, scale and design of the primary building or buildings on that property. The commercial signage design, lighting and location should not unduly impact adjacent residential lands.

54. Development along 31 Street may be purely residential when ground oriented.

Public Amenities

55. MacDonald Park provides a community playing field and greenspace for the entire community and should be preserved and enhanced.
56. Improve pedestrian connections between W.L. Seaton Secondary School and other parts of the city.
57. Complete the Polson Greenway to connect this area south to the Historic Downtown and Polson Park and north to the Village Green Mall.

The Powerhouse Quarter

Development Intent

The Powerhouse Quarter will be an employment centre with provisions for mixed use development to add evening and weekend activity in the area. Furthering the historic name behind the Powerhouse Theatre, this area is hoped to become a “powerhouse” employment district for the City Centre. Office and employment uses will be strongly encouraged, including at ground level.

Powerhouse Quarter



City Hall and its corresponding public amenity spaces, like Spirit Square, are the cornerstone of the area. This area will develop as a dynamic mixed use office hub.

Redevelopment Policies

58. Support the continued mix and growth of professional and commercial office development to promote the area as an employment centre.
59. Support residential infill at medium to high densities to increase the housing choice in terms of type, price range and tenure.
60. Office uses at grade are acceptable in this area.



61. Explore expanding employment uses in this character area to encourage and promote new business development.

Public Amenities

62. Enhance the pedestrian connection between the Civic Centre and the Historic Downtown through the former Medical Clinic site and explore the possibility of connecting Cenotaph Park with 30th Ave using a pedestrian link with a courtyard feel.
63. At such time as the ice surface at the Civic Arena is relocated, utilize these lands for a municipal park with potential visitor and tourist amenities.

“It would be nice to go downtown at 6pm on a Friday and see stores open and people enjoying outdoor patios like in Kelowna or Vancouver.”
27 year old Okanagan Landing resident

27th St Corridor



64. Continue phased construction of the Polson Greenway, including the connection between 30 and 29 Street, to establish the street as a signature movement corridor.

27th Street Corridor

Development Intent

This area is located along the edge of the City Centre neighbourhood and includes a portion of the Historic East Hill Neighbourhood south of 35th Avenue and east of 27th Street.

The 27th Street Corridor is a linear gateway into the City Centre. This corridor links the east Vernon neighbourhoods to the City Centre and provides the main gateway link from Highway 6 to the east side of the city. Commercial development will include a mixture of



Former homes converted into commercial uses.

professional offices, retail and commercial establishments, but will be compatible with adjacent residential areas and improve the relationship between vehicles and pedestrians. Streetscape enhancement will occur as buildings will be closer to the street and surface parking is located behind buildings.

The street has a few remaining residential pockets and the commercial conversions have conserved or complemented the low rise heritage character of the corridor.

Redevelopment Policies

- 68. All development in this area will be low to mid rise and retain the pitched roof character already established in the area on the east side on 27th Street.
- 69. Support conversions and infill developments that respect the



Historical photo of Beairsto Elementary School. architectural and historic character of the area.

- 70. Encourage development and redevelopment of underused commercial sites to create a pedestrian focused commercial and service oriented environment.
- 71. Improve and strengthen connectivity across 27th Street to ensure linkages within the City Centre as well as to adjacent neighbourhoods.
- 72. Signage design should respect the residential context of the adjacent lower East Hill residential neighbourhood.
- 73. Trees should be planted along 27th to separate travel lanes from pedestrian facilities and enhance the attractiveness of the area.

General Policies

The following policies affect all areas within the Plan.

74. Explore Density Bonusing and Phased Development Agreements, when appropriate, to offer development incentives to gain community amenities.
75. New development should contribute to the construction or provision of public amenities.
76. Explore incentives for brownfield redevelopment.
77. Explore a revitalization tax exemption bylaw to encourage façade improvements, redevelopment and new development.
78. Support the creation of a central Tourist Information Centre and Public Market.
79. Review parking standards and minimum parking requirements in the downtown area.
80. Explore options for reducing off site development costs in the City Centre to encourage development and redevelopment.
81. Limit frontage to 30 metres for retail development to discourage the impact of big box development.
82. Prohibit drive through uses, except for Lots 1-4, Block 32, at 3600 – 3606 27th Street. (*Bylaw 5589, July 11, 2016*)
83. Chainlink fencing is not permitted in the City Centre.
84. Encourage onsite stormwater treatment and rainwater capture for landscape and garden irrigation in new construction and wherever possible.
85. Encourage green building standards to promote sustainable and efficient operation of buildings and living spaces.
86. Incorporate passive heating, cooling and lighting in new construction wherever feasible.
87. Bike parking and transit bus pullouts shall be provided in developments where appropriate.
88. Development should evaluate and provide space for transit facilities such as bus stops if necessary.
89. Support efforts that promote active living for all residents.
90. Encourage the development of garden space on rooftops for residents or employees.
91. Encourage a mixture of housing sizes, forms and tenures in the design of new multi-family and mixed-use development to accommodate households of all sizes, ages and income levels.
92. 20% of all housing units in multi-family developments are encouraged to be attainable units as defined in Vernon's Attainable Housing Strategy.
93. Encourage the use of Universal Design in new construction and public spaces to increase accessibility.
94. Units designed for seniors and supportive housing should be designed to permit future flexibility in floor plans.
95. Continue to support the Affordable Housing Committee and implementation of the Attainable Housing Strategy.
96. Explore opportunities to strengthen and promote youth engagement in the City Centre.
97. Conduct a business retention and expansion study specific to the City Centre area.

4.0 Design Guidelines

The draft Plan includes design guidelines for new development in the City Centre area. Heritage buildings would be protected while new development would be required to follow the guidelines that ensure design excellence while respecting the character of surrounding development.

Do you generally agree or disagree with this approach?



Wordles are clusters of words that represent public feedback pertaining to a section of the Plan. The larger the word, the more times it was repeated in the feedback.

Design Guidelines

Purpose

Urban design is the shaping and use of buildings and public spaces to affect the physical arrangement, appearance and functionality of communities. Urban design contributes to vibrant streets and quality public spaces that strengthen community identity, with cultural and commercial benefits. When buildings and public spaces fit well together, they contribute to a distinct sense of place. The result is the creation of places that people want to visit and stay in.

The following architectural design guidelines are intended to promote building designs that contribute to the overall aesthetic and functionality of the downtown as a dynamic, animated and inviting place.

Goals

It is important to ensure that building designs complement the streetscape and enhance the overall appeal of the City Centre. New development should respect historic places and buildings while being authentic to their own time. There is opportunity to use architectural elements to complement existing development through window spacing, materials, textures, patterns/motifs, **massing**, form, **scale** of building or **elements** or colour.

Visual interest, generally through the **articulation** and **composition** of facades, contributes to how people feel in a place and is fundamental to a highly pedestrian environment.

The main goals of the design guidelines are:

1. That new buildings and major renovations contribute positively to the form, character and image of the City Centre through architectural design.
2. That new buildings and major renovations reflect the Character Area Policies as outlined in Section 3.0.

How to Use These Design Guidelines

Design guidelines cannot anticipate every possible contingency. The guidelines must be interpreted with flexibility based on the merits of individual proposals. The policies are presented not as prescriptive solutions but as expectations for overall aesthetic and performance criteria. The Building Code and Zoning Bylaw are concerned with public safety and development standards. Through the Development Permit process, proposals will be evaluated to ensure that the intent of these policies is realized.

Most of the guideline policies apply to all of the Character Areas, however, each sub-

*"It is important to have some guidelines in place but at the same time, allow for tasteful, creative complementary design."
48 year old Mission Hill resident*

Articulation: How materials or elements meet or are emphasized and expressed.

Composition: Placement or relative position of elements for aesthetic affect.

Elements: A discrete piece or component of a building such as a column, sign, balcony, cantilever, etc.

Massing: The composition of a building in three dimensions and the relationship of these volumes of a building to each other and the surrounding elements.

Scale: The relative size of a building or element to surrounding buildings or elements.

section of this chapter will clearly identify which guidelines apply to all or some of the Character Areas.

When making an application for development in the City Centre, the proponent must illustrate how the proposal addresses the design guideline goals and policies through architecture relative to its location in the specific Character Area. It is recommended that proponents meet with City staff to discuss these design guidelines in detail prior to design development and making a formal development application.

Site Planning and Building Location

A building's siting and position relative to the street impacts pedestrian safety and sense of comfort. A good street relationship is encouraged by orienting buildings close to the street and using plenty of windows and appropriate landscaping. Parking behind buildings, if possible, is preferable to parking between the street and buildings.

Policies

All Character Areas

1. Building entries should be oriented to the street frontage and directly accessible from the sidewalk. On corner sites, the building shall be oriented to

both street frontages with both elevations presenting an attractive façade with access from the sidewalk.

2. Ground floor commercial is required and/or encouraged according to the Character Areas and may include retail uses, coffee shops, restaurants, music stores and other high traffic uses that attract people and generate activity. Commercial uses on the ground floor are not encouraged in all Character Areas. See Figures 1 and 2.

3. To contribute to an active streetscape and pedestrian environment, locate small format commercial tenants at street level and large format commercial tenants above, where possible. Where both large and small format tenants must share the street level, the large format tenant should be located behind the smaller tenants, so that the entrances of smaller tenants can be directly accessed the sidewalk. Front

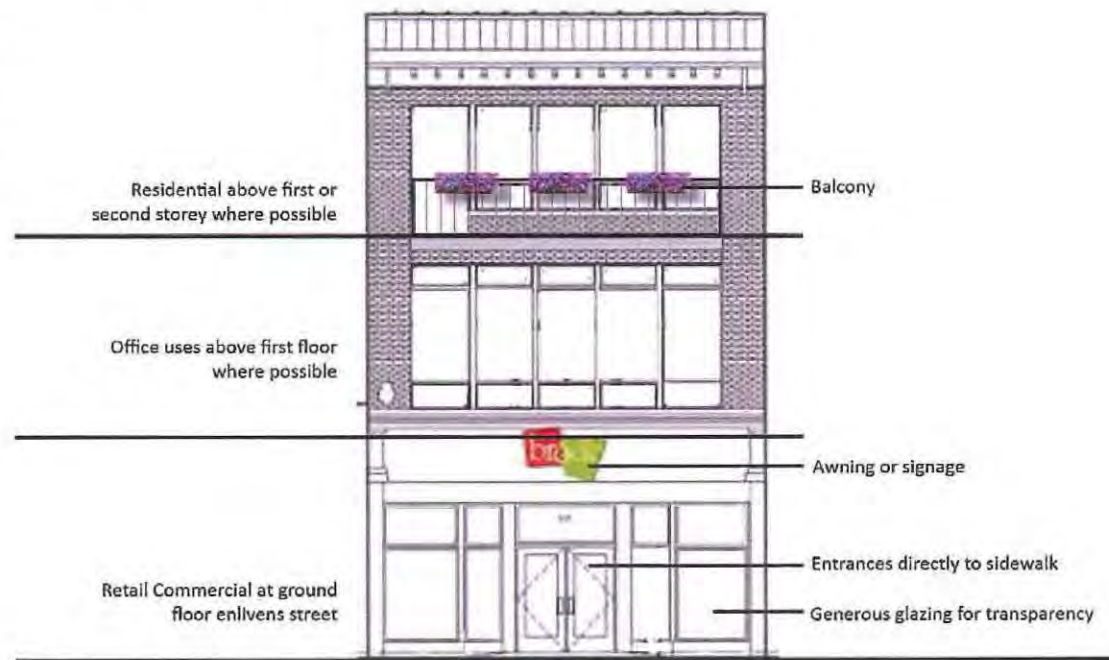


Figure 1

entrances for larger tenants is still preferred in this scenario.

4. Development proposals should incorporate **Crime Prevention Through Environmental Design (CPTED)** principles into site design.
5. Protect and restore existing heritage buildings.
6. All buildings over four storeys should be

sited and designed with consideration for shading on adjacent properties, buildings and roadways. A shadow analysis will be required at the Development Permit stage for proposals for buildings of this height.

7. The impact of new development on existing view corridors should be minimized and long views to natural landscape and significant buildings or focal points should be maintained.



Figure 2

Crime Prevention Through Environmental Design (CPTED):

The proper design, effective use and maintenance and management of the built environment to reduce the incidence and fear of crime while improving the quality of life.

8. Buildings in the City Centre are encouraged to provide rooftop garden space.
9. Ground floor residential, appropriate to the Character Areas, is encouraged to have individual entrances for each residential unit, and should maximize the built frontage facing public streets. See Figures 3 and 4.
10. All resident parking must be accessed from a rear lane, where available, including garages, driveways or small parking lots. Garages are only permitted in the rear yard. Where street access is necessary, development is encouraged to pursue shared driveway access to reduce the number of vehicle access points to the street and parking is to be located at the rear of the property. See Figure 3.



Figure 3

Historic Downtown, Powerhouse Quarter and Centreville Character Areas Only

11. Where possible, buildings should be

located to allow for streetscaping, planting, and a generous sidewalk width to allow for the expansion of outdoor seating and seasonal inclusion of plants and furniture.

12. The building should generally be built to occupy 100% of a property's frontage along streets except in purely residential development or where courtyards and public amenity spaces are being created.

13. Above the established street wall,



Figure 4

Street Wall: Street walls are achieved where buildings have consistent setbacks built out to the sidewalk. Often, they also have a consistent building height before taller portions of the building are set back farther from the street.

buildings shall be subject to above grade step backs to maintain a consistent street wall height. Development along 30th Avenue is generally subject to two storey street wall. Other areas are generally subject to a three storey street wall.

14. Parking will not be permitted between the sidewalk and the building edge. Parking should be accommodated in the rear yard or provided discreetly within the building envelope.

15. Restrict tower floor plate sizes of buildings and regulate the separation distances between towers in order to minimize shadow impacts and maintain the availability of views and sunlight.

Highway Corridor, Polson Gateway, Creekside, Macdonald Park Neighbourhood and the 27th Street Corridor Character Areas Only

16. Buildings should be located to allow for on-site landscaping, private and/or public amenity spaces and a generous sidewalk width.
17. Where possible, buildings should be located parallel to the street or along the edge of an open space with a consistent front yard setback.
18. Parking will not be permitted between the sidewalk and the building edge. Parking should be accommodated in the rear yard, the side yard or provided discreetly within the building envelope.

27th Street Corridor Character Area Only

19. Development will retain the pitched roof character of existing buildings in the area.

Transitions

Visual transitions between buildings create continuity and cohesiveness in the streetscape. They occur when buildings beside each other, across the street from each other, or are otherwise part of a building grouping,

have design elements that reference one another. Transitions should reflect the change in land uses and building types at the edge of the Character Areas. See Figure 5.



Figure 5

Policies

All Character Areas

20. Proposed development should relate to adjacent buildings in terms of scale, height and general configuration. To create appropriate transitions, new

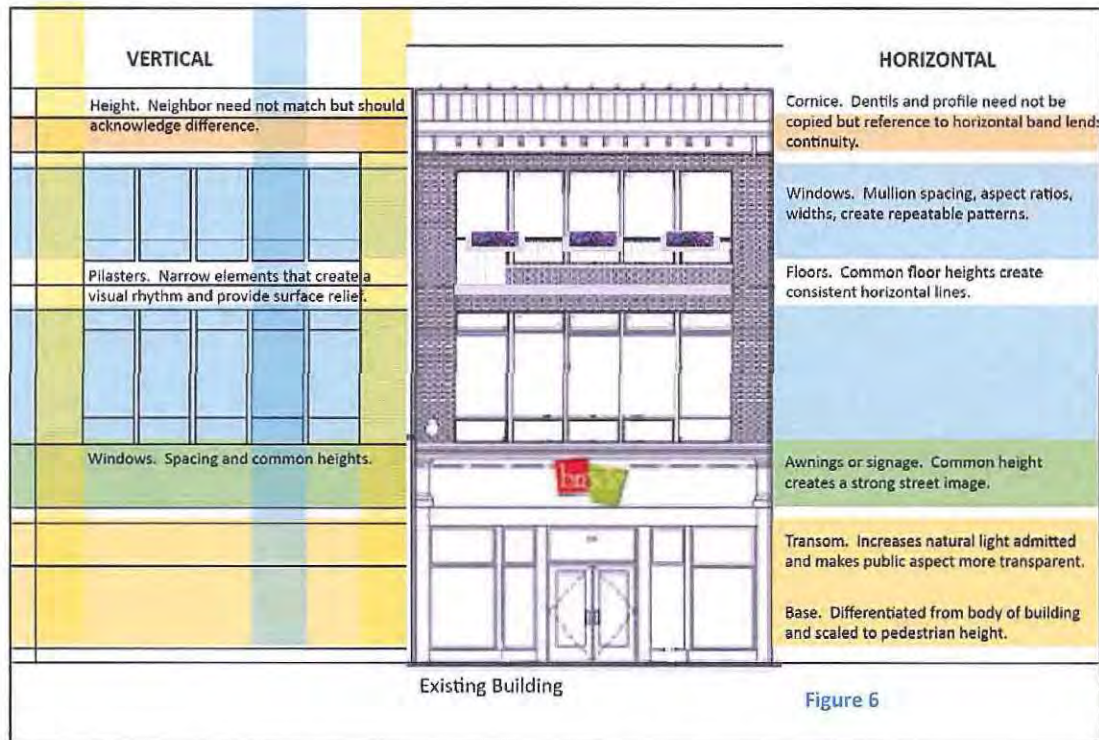


*"The character is very important to keep it classy and tasteful."
60 year old Coldstream resident*

buildings should consider several of the following features of adjacent buildings:

- Building height
- Building orientation
- Massing (projections, roof profile and proportion)
- Setback (street level and above grade)
- Datum lines (floor heights, vertical divisions, cornice line and building base)
- Materials (colour, texture and pattern)
- Entry treatment
- Window treatment (placement, orientation and proportion)
- Architectural style/period (see Figure 6)

21. The transition between different land uses and Character Areas should be respectful and make reference in scale, massing, and/or style, where appropriate, in order to minimize negative impacts of abrupt contrasts in neighbouring buildings.



Facade: The primary elevation, or "face" of the building that fronts the street.

detailed attention should be given to entryways, building materials, canopies and awnings, display windows, lighting and well designed signs, which all contribute to conditions that attract people.

Policies

All Character Areas

22. Building designs should incorporate transition features, to respect the scale and character of adjacent areas which are of lower density. For example, an 8 storey building may fit its context better if sitting on a 2 storey podium that meets the sidewalk.

Building Facades

Building **facades** should invite and encourage pedestrian activity. Development should be designed to enhance street level activity at a pedestrian scale.

Retail and restaurant uses are most successful when located at street level and in areas of high visibility and pedestrian traffic. More

23. Buildings should provide multiple points of visual interaction through doorways, large display windows and other pedestrian oriented features that promote activity and transparency.

24. Commercial facades at grade facing public streets or open spaces should have 70-90% transparency with functioning doorways located every 15 metres or less, preferably accessing different units. Commercial facades above grade should generally have 50-90% transparency.

4.0 Design Guidelines

25. The building facade shall use architectural solutions to create varied and articulated building facades. Window placement and groupings, material palette and surface relief through massing or elements, among other techniques, may be explored to avoid a monolithic form.
26. Entrances should be emphasized with architectural forms such as height, massing, projection, shadow, punctuation and/or change in roofline or materials. Canopies, awnings, or recesses all help to define and distinguish an entrance. Blind spots should be avoided.
27. To encourage continuity in the streetscape and to ensure horizontal breaks in the facade, buildings must be designed to highlight the building's base, middle and top through the use of setbacks, extrusions, material changes and/or detailing.
28. Where blank walls are unavoidable, there should be architectural, landscaping and/or art treatment to avoid monotonous lengths. This treatment should complement neighbouring development.
29. Building materials should be chosen for their durability as well as their functional and aesthetic quality. Vinyl siding, plastic, darkly tinted or mirrored glass and textured stucco are discouraged unless used thoughtfully in combination with other materials. Materials should be compatible with adjacent buildings, either as primary or accent materials.
30. Materials used for the front facade must be carried around the building where any facades are within view of a public street.
31. Residential uses at street level should complement the street with covered entries, windows and appropriate front yard privacy measures such as setbacks, landscaping and grade shifts (raised entrances such as steps, stoops, and porches). See Figure 4.
32. Stairways, elevators and parking entries should be located mid-block to promote more active uses, such as shops or cafes, on the higher profile corners of lots.
33. The use of colour will be encouraged. Historic practice has been to encourage earth tones in the City Centre. Colour



Photo: Urban Advantage

"Design excellence' is a tricky idea. I hope that we will not be tied to a 'heritage theme.' I would hope that good architecture is supported, not cheap cladding and low grade construction".
65 year old Okanagan Landing resident

must be thoughtfully introduced over time and complement surrounding colour choices.

Historic Downtown, Powerhouse Quarter and Centreville Character Areas Only

34. Where commercial development is provided at street level, properly designed overhead weather protection on street is required. This protection can take the form of canopies, awnings and colonnades to improve the year round sidewalk shopping conditions and ensure pedestrians are protected from the elements.
35. Structured parking should be centrally located and designed to integrate with surrounding buildings using similar facade articulation and materials.

Signage

Effective signage is an important component of successful store front businesses and contributes to the appearance of the community. Implementation specifications for signage are provided in the Sign Bylaw.

Policies

All Character Areas

36. Signs should only reflect the name and type of business on the property.
37. Signs with exposed fluorescent or incandescent bulbs are not recommended.
38. There should not be more than two signs per business on the property. Where multiple businesses are situated on the same property, signage should be combined where possible. Where the property is on a corner, up to four signs are permitted, with a maximum of two facing each street.
39. Sign design and colours should be consistent and compatible with the design and colours of the primary building or buildings on the property. Signs with white backgrounds are to be avoided.
40. Signs located on heritage buildings should reflect the heritage features of that building.
41. Signage associated with a corporate business is also recommended to comply

with the signage objectives for the Character Area.

42. Commercial signage should be limited to the street level and add diversity and interest to retail streets but not comprise an area greater than 20% of the facade.
43. Signs should be integrated into the design of building facades but must not obscure windows, cornices or other architectural elements.
44. Large freestanding signs, signs on top of rooftops, inflatable and large scale advertising (i.e. billboards), LED signs and audible signs are not permitted.

Historic Downtown, Powerhouse Quarter, Centreville, Creekside and Macdonald Park Neighbourhood Character Areas Only

45. Fascia, projecting, awning and window signs are encouraged. Roof top, flashing, free standing and moving signs are discouraged.
46. Backlit signs are not permitted.

Polson Gateway, 27th Street Corridor and Highway Corridor Character Areas Only

47. Fascia, projecting, awning, free standing and window signs are encouraged. Roof

top, flashing and moving signs are discouraged.

48. Back lit signs are permitted.

Vehicular Access, Parking, Loading and Utilities

Service areas are a necessary part of any building, but often do not create a welcoming pedestrian environment. Therefore, these areas must be designed with care in order to minimize their presence and impact on the public experience by locating them to less visible parts of the building and by integrating them within the building mass.

Parking is necessary in the City Centre, but if it is not appropriately sited and designed, surface and structured parking lots detract from the visual character and quality of the area. Wherever viable, new development should be self-sufficient in accommodating their share of additional parking spaces.

In the City Centre, short term on street parking is essential. Therefore, longer term parking should be encouraged in parking structures and designated surface parking lots. New development should provide an employee parking plan that does not utilize on-street parking.

Policies

All Character Areas

49. Wherever possible, parking access, loading areas and utility zones shall be located at the rear of buildings, screened and accessed from laneways or secondary streets. Crime Prevention Through Environmental Design (CPTED) principles should be incorporated.
50. For commercial and mixed use development, areas for deliveries and refuse pickup shall be located away from neighbouring residential uses and public streets and spaces.
51. Parking, loading and storage areas should be screened from public view using architectural features or landscaping.
52. Wherever possible, surface parking should be located internal to the development site and should include lighting, signage and minimal driveways.
53. Within surface parking lots, landscaping, trees and decorative paving should be

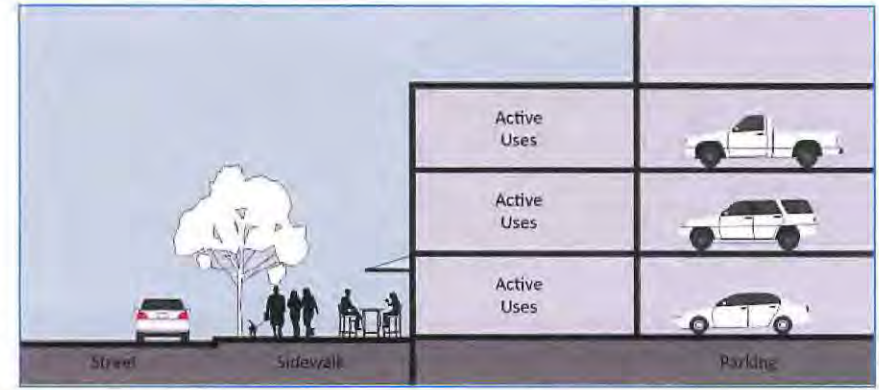


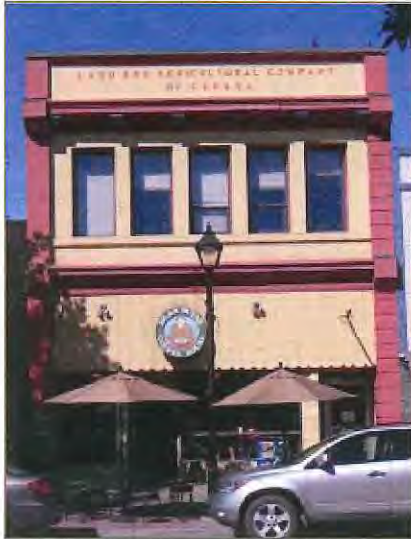
Figure 7

used to break up the expansive hard surfaces.

54. To minimize the environmental impact of runoff from cars into the stormwater system, oil water separators combined with site appropriate mitigation techniques should be used to deter pollutants from entering waterways.
55. Ground floors of parking structures should be designed to accommodate commercial uses along the street frontages. See Figure 7.
56. Reduce light pollution by directing light internally into the site, avoiding spilled light and eliminating upwardly pointing light.

City Centre Heritage

Established in 1892, Vernon's City Centre has a rich history as a regional hub for commerce, agriculture and transportation in the Okanagan Valley. The streetscape of the historic downtown area captures iconic examples of many architectural periods such as Mission Revival, Art Deco and Post Modern. The identified heritage sites contribute to civic pride and provide a visually stimulating and interesting downtown.



There are several identified heritage sites in this area and new development should draw on the existing heritage streetscape by utilizing modern materials and designs that complement and respect the existing heritage buildings.



The purpose of the City Centre Heritage area policies are to build upon the strong examples of quality heritage buildings in the area, while promoting and enhancing the commercial vibrancy of the area. The objective is to promote a streetscape where historic buildings are complemented by new modern buildings. The scale and scope of new development must therefore draw upon the existing streetscape as a guide to create an intimate and quaint atmosphere.

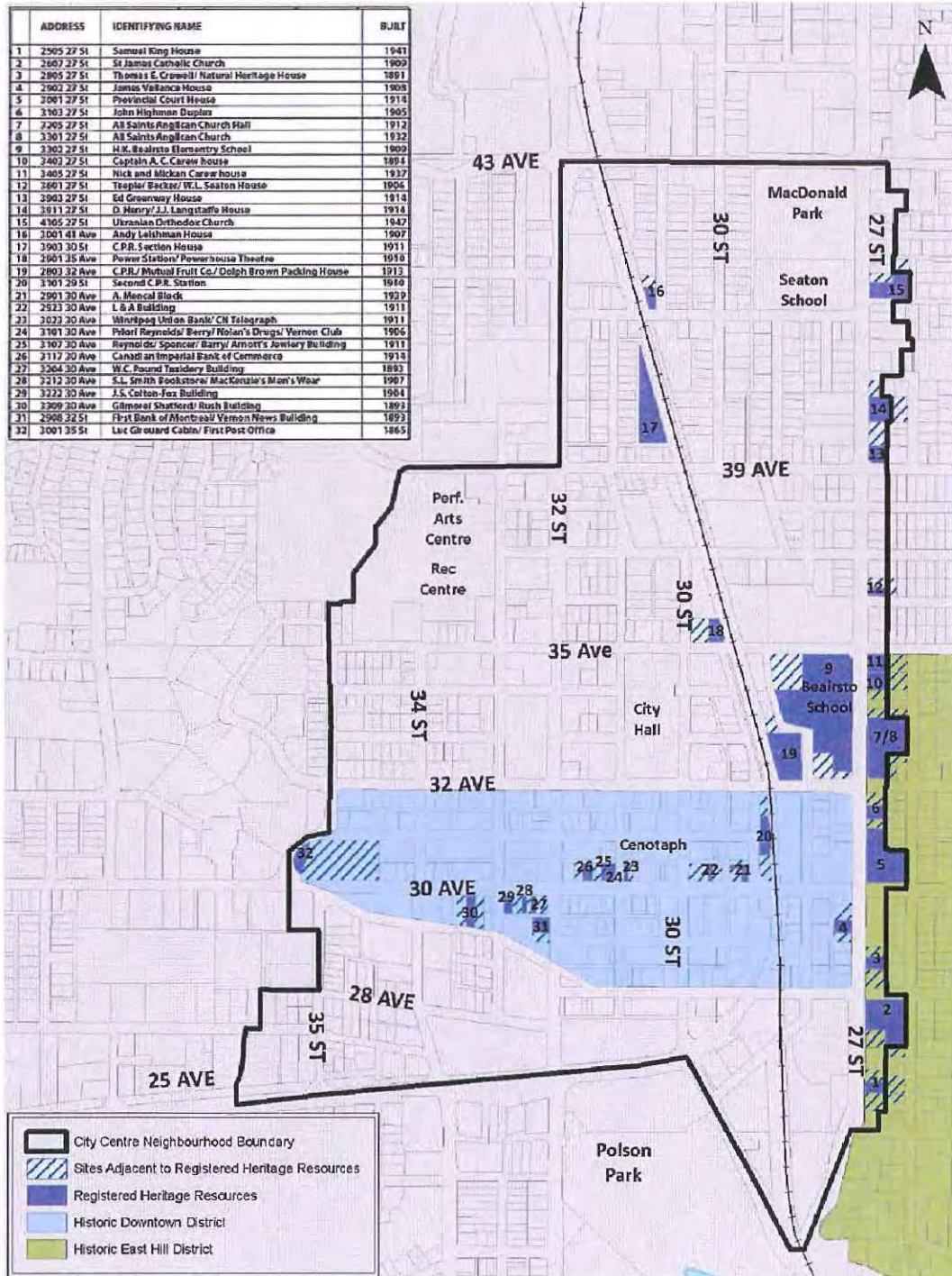
Policies

1. The Vernon Heritage Register identifies a collection of sites that have significant heritage character or heritage value for the community. As a part of recognizing the contribution these heritage buildings make to the form and character of the City Centre, efforts towards preservation, celebration and protection of these building shall be undertaken.
2. Properties directly adjacent to heritage properties must be sensitive to and respect the character defining elements of the adjacent heritage property.
3. The City shall pursue the designation of a Historic Downtown Conservation Area for the area shown on the City Centre Heritage Map.
4. The City of Vernon shall protect and replace significant heritage trees located within the City Centre Neighbourhood Plan area.



"Vernon is one of the oldest cities in the area with some beautiful heritage buildings that should be highlighted and celebrated."

29 year old East Hill resident



6.0 Transportation

The draft Plan aims to encourage more cycling, pedestrian and transit options to, from and within the neighbourhood. The Plan proposes to provide secure bicycle parking spaces, improve the cycling network with clear markings and signage and work with BC Transit to improve public transit.

Do you generally agree or disagree with this approach?



Wordles are clusters of words that represent public feedback pertaining to a section of the Plan. The larger the word, the more times it was repeated in the feedback.

Accessible City Centre

Accessibility and transportation are important components of any city centre. Historically, the road network has been developed to accommodate the motor vehicle. Crucial to the success of the City Centre is how people move by foot, bicycle, bus and automobile.

Vernon has placed a strong emphasis on improving multi-modal transportation options. The 2008 Transportation Plan outlines the goal to achieve a 20% modal split (indicating that a combined 20% of all trips will be taken by pedestrians, cyclists and transit users) by the year 2031.

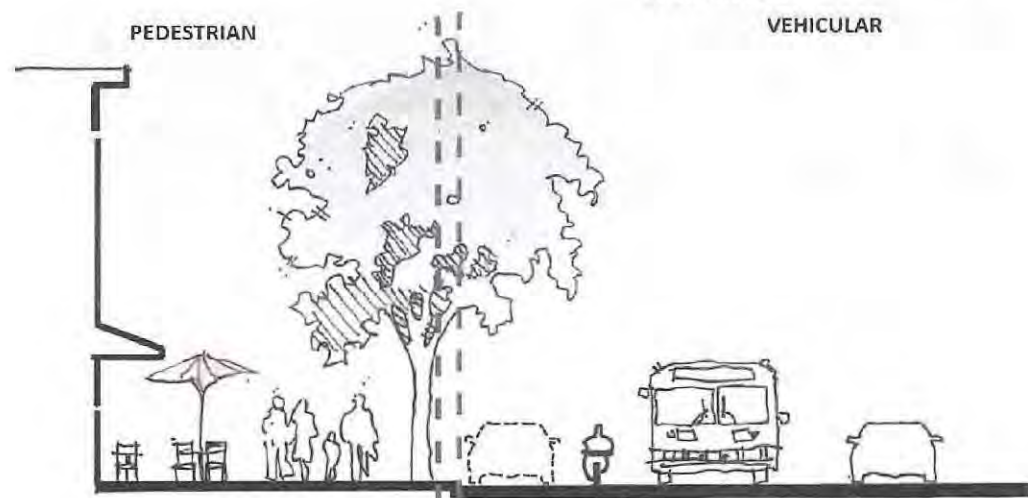
Public consultation indicated transportation issues were a top priority for the successful revitalization of the City Centre. Safe and efficient access is the basic objective in developing transportation strategies for everyone traveling to and within the City Centre. Providing a well designed, safe and accessible system of complete streets promotes efficient vehicular circulation while creating a pleasant and safe environment for pedestrians, transit users and cyclists.

The conventional street design hierarchy of arterials, collectors and local roads focused almost exclusively on two functions: vehicle

movement and vehicle access to adjacent properties. This has often neglected other travel needs beyond automobile travel. "Complete streets" are designed to better serve all users, rather than focusing solely on automotive traffic. The challenge is to adapt the street network to better accommodate pedestrians, cyclists and transit users without compromising functionality for vehicles.

Policies

1. Create a set of "complete streets" that consider all users including pedestrians, cyclists, transit users and motorists in order to build a comprehensive network that enhances the City Centre and helps to create a sense of place.
2. Reduce regional traffic travelling on residential streets.
3. Streets should incorporate multi-modal facilities in their design with due consideration of the available right-of-way, needs of the pedestrian, bicyclist, vehicle user, traffic capacity and overall street function.
4. Consider the design of travel lane widths that focus on a lower target speed.
5. Consider one-way streets in the Historic Downtown.
6. Develop safe routes to schools, parks and other public locations that encourage walking or cycling by providing a safe and pleasant environment.



7. Protect the railway corridor through the City Centre for future transportation needs.

Pedestrians

Streets and their sidewalks are the main public places of a city and serve a greater function than just moving people. Great effort should be made to improve the design of sidewalks with paving textures, street trees, landscaping and street furniture. This is discussed in detail in **Section 7.0 Public Spaces and Amenities**.

Policies

8. Work with the Ministry of Transportation and Infrastructure and with property and business owners to improve the pedestrian environment along the Highway 97 corridor by addressing the following elements:
 - a. Create strong edges to the street buffering the pedestrian from vehicle traffic;
 - b. Improve aesthetics through street trees, landscaping, lighting and other amenities; and
 - c. Enhance crossing opportunities that improve pedestrian connectivity across the Highway, particularly between 32nd and 39th Avenues.



Intersections are used by all modes of transportation. They are of particular concern because they are points of possible vehicle-pedestrian conflict.

Intersection design is performed on a case-by-case basis depending on vehicle capacity, pedestrian, bicycle and large vehicle requirements as well as existing right-of-way constraints. Proper intersection design considers many factors including design elements and standards based on the design speed of the street and the expected mix of traffic.

The following policies emphasize opportunities to improve intersection designs for pedestrian, bicycle and transit modes of travel.

9. Multi-modal intersection design needs to accommodate appropriate level of service, design speed and expected mix of traffic.

10. Avoid the elimination of any travel modes in intersection design. Intersection widening for additional turn lanes to relieve congestion is acceptable, provided it encourages pedestrian and bicycle movement.

11. Support innovative intersection designs that reduce right-of-way width needs.

12. Extend bicycle lanes up to intersection stop bars or crosswalks. Where right-of-way size is constrained, use appropriate markings and signs to end bicycle lanes prior to intersection.

13. Incorporate universal design elements into all intersections to ensure they are fully accessible to all users.



14. Develop a strategy to ensure sidewalk snow clearing is conducted throughout the City Centre.

15. The preferred location for pedestrian crossings is at intersections. Mid block crossings may be constructed in areas with high volumes of pedestrians or where the frequency of intersections is reduced.

16. Promote intersection design that includes striped crossings and ensure these crossings are placed at all intersections near major origin and destination points (for example at schools and major recreation areas).

17. Provide either pedestrian push buttons or automatic pedestrian signals at all signalized intersections and crosswalks.



18. Consider special paving treatment, while considering accessibility, at crosswalks to enhance visibility as appropriate.
19. Ensure adequate illumination exists to light all four corners of intersections with crosswalks.
20. Reduce crossing widths at intersections by either providing curb extensions into the street equal to the width of on street parking, provided it does not interfere with the bicycle lane or impact the manoeuvrability of large vehicles.

Transit Network

Public transit offers a viable and affordable form of transportation that helps reduce congestion. The recent increase in transit service hours means that more commuters are able to use the transit network to travel to and from work.

Given the limited space available to expand the road network in the City Centre and the anticipated residential and office growth, the transit system must continue to be expanded and enhanced. In anticipation of this growth, Council supported moving the transit terminus to the preferred location on 31st Avenue between 30th and 31st Streets.

Policies

21. Complete the 2011 Transit Service Review and implement the recommended phased service improvements over the 2012 to 2016 period.
22. Improve transit accessibility, transit supportive land uses, densities, transit corridors and stops.
23. Work in partnership with BC Transit, the District of Coldstream, and the Regional Districts of North and Central Okanagan on the 2011 / 2012 Transit Master Plan

to produce a twenty-five year plan for transit services in the North Okanagan.

24. Work in partnership with BC Transit to design and construct the new downtown transit terminus.
25. Ensure the provision of high quality pedestrian and bicycle facilities in order to support the use, functionality and enjoyment of the public transit system.
26. Design transit stops that provide efficient access for pedestrians with all levels of physical abilities. Seating should be designed to be flexible when located near public parks and amenities.
27. Provide adequate lighting and wayfinding systems for the transit system.
28. Regularly upgrade passenger information systems (maps, route information, etc.) within the transit corridors.



Bicycle Network and Facilities

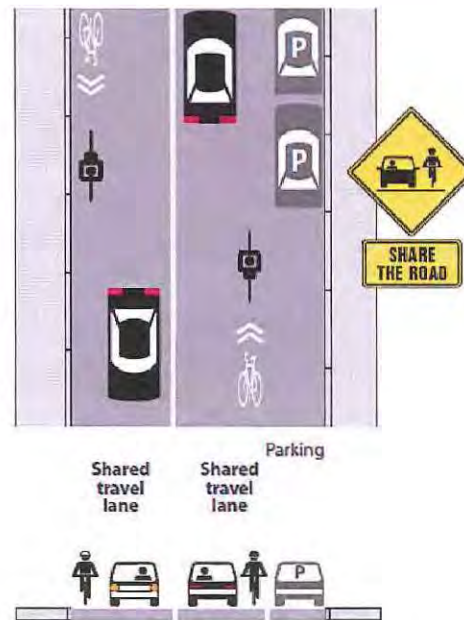
A complete street accommodates cyclists as a routine part of planning, design and construction of transportation facilities.

For the most part, experienced cyclists tend to favour sharing the street with motor vehicles or using bike lanes at the edge of pavement. Bicycle lanes provide dedicated space for cyclists to ride on a street with other traffic. Lanes are identified with signs and road markings and are separated from the other travel lanes by a painted stripe.

Inexperienced cyclists and children tend to feel more comfortable on a segregated facility with some form of buffer between them and the travel lane. In order to create a bicycle friendly community, facilities designed to accommodate users of all skill levels must be provided.

Policies

25. Complete the bicycle network in the City Centre in accordance with the Transportation Plan through the implementation of bicycle facilities and consistent route signage that meet the needs of cyclists of varying skills and levels of experience.



26. Continue Transportation Demand Management (TDM) efforts to promote cycling. Dedicate funds in the capital budget to implement TDM infrastructure projects and initiatives.
27. Promote and create Travel Plans within the City Centre for schools and major employers to help reduce the number of vehicles accessing the City Centre and increase the number of cyclist commuters.

The Walkable and Livable Communities Institute provides many safety reasons for on street bicycle facilities

1. Provide space to make evasive manoeuvres
2. Accommodate driver error
3. Add a recovery area to regain control of a vehicle, as well as lateral clearance to roadside objects, such as signs and poles
4. Provide space for disabled vehicles to stop
5. Provide increased sight distance for through vehicles and for vehicles entering the roadway
6. Contribute to driving ease and reduced driver strain
7. Reduce passing conflicts between motor vehicles and bicyclists and pedestrians
8. Makes the crossing pedestrian more visible to motorists
9. Provides for storm water discharge farther from the travel lanes, reducing hydroplaning, splash and spray to following vehicles, pedestrians and cyclists
10. Provide safety to motorists when getting in and out of parking spaces



28. Construction of a separated bicycle facility (multi-use path) is an acceptable alternative to on street bicycle lanes.
29. Where bicycle lanes are not used, a wide outside lane, wide enough to allow an average size motor vehicle to pass a bicyclist without crossing over the adjacent lane, is acceptable.
30. Provide uniformity in facility design, signs, and pavement markings for bicyclist and motorist safety.
31. Maintain and clean bicycle lanes to ensure they are smooth and obstruction free.
32. Encourage redevelopment in the City Centre to include end of trip facilities, such as secure bicycle storage and change and shower facilities.
33. Improve the availability of convenient and secure bicycle parking facilities at the transit terminus and key locations in the City Centre.

6.1 Parking Strategy

The City Centre Neighbourhood Plan addresses parking with a strategy to address available parking, manage existing parking and raise awareness about parking options. Some specific initiatives include using small properties for landscaped "pocket" parking lots, researching the need for a new parkade, and exploring shared parking opportunities between properties.

Do you generally agree or disagree with this approach?



Wordles are clusters of words that represent public feedback pertaining to a section of the Plan. The larger the word, the more times it was repeated in the feedback.

6.1 Parking Strategy

Decisions on parking affect all aspects of City Centre development including land use, built form, economic development, travel behaviour and financial health. Parking policy is a complex issue involving many interests and stakeholders.

In many cities throughout Canada, parking has been approached as a simple supply and demand problem without consideration of the many factors that influence the demand for parking or the impacts of the supply of parking. A balanced approach must be adopted for all facets of parking.

Parking Goals

- Improve overall public understanding of parking supply and demand within the City Centre.
- Manage, provide and encourage the necessary parking infrastructure and facilities that will enhance and support growth.
- Increase demand for parking facilities by developing access management programs to function as positive, marketable assets for the City Centre.

- Support parking and access management as a key element of the City's economic development strategy.
- Promote mixed use development, shared use parking strategies and alternative modes of transportation to decrease parking demand in the City Centre.



Photo: Dan Burden.

Off Street Parking

Two of the main public off street parking lots, the Coldstream Hotel lot and the Bennett lot, have been identified for future development opportunities. With the construction of the new library on the former BCBC lot, two other lots have been developed in the City Centre for interim parking pending redevelopment. As the Spirit Square project continues, parking spaces in the existing Library lot may be eliminated. Additional off street parking will be required to support growth in the City Centre. The exact location and size of

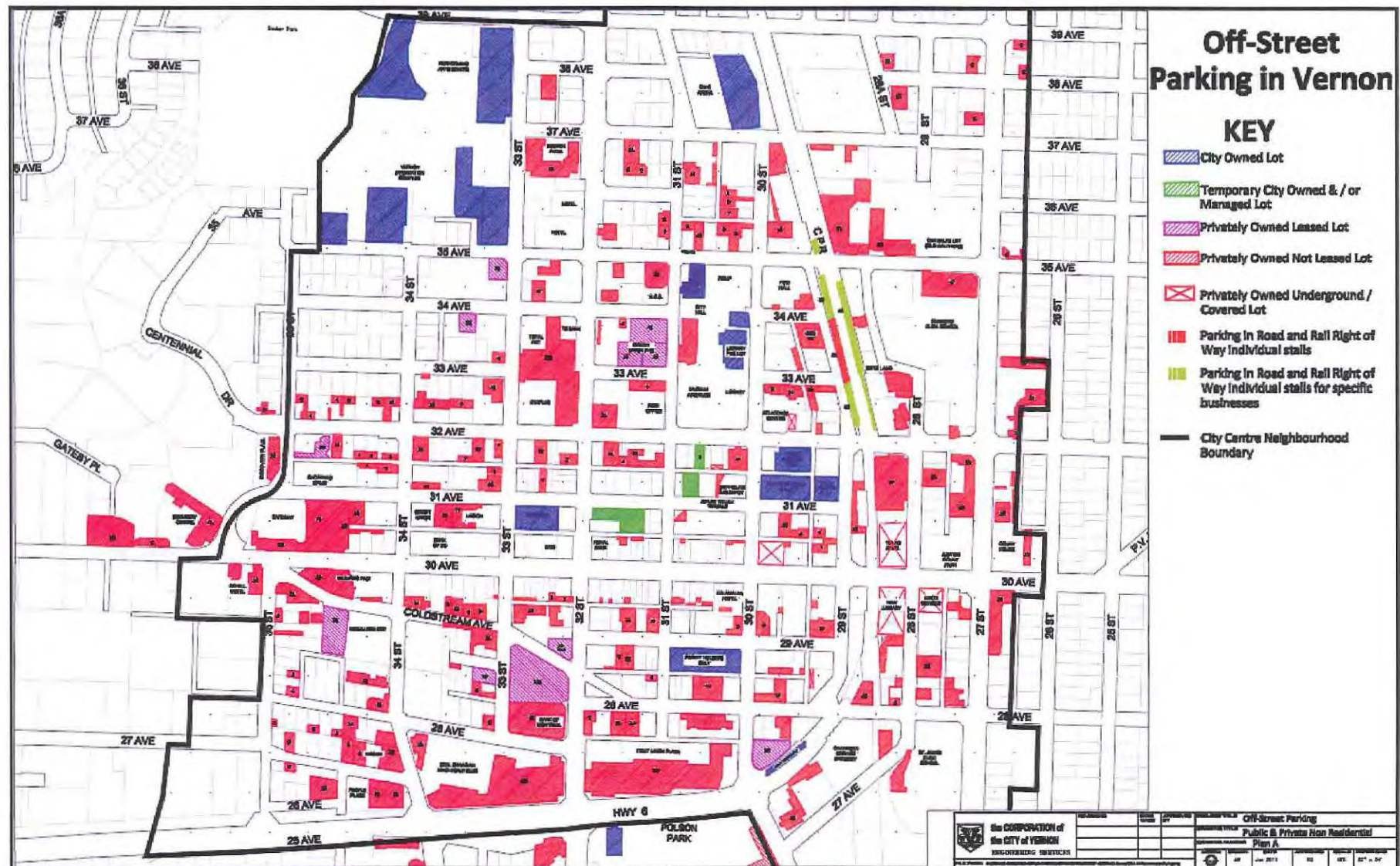
parking supply options are dependent on the opportunities that arise and the implementation of the Plan moving forward. Both the private and public sector play key roles in providing an adequate supply of parking.

The *Off Street Parking in Vernon* diagram on the previous page identifies private and public off street parking available as of January 2011.

Policies

25. Identify opportunities and criteria for the acquisition or preservation of corner properties within two blocks of 30th Avenue for small surface parking lots. Surface lots must reduce the visual impact of parking through landscaping along the edge to conceal vehicles while also considering safety.





26. Identify potential sites and compile the costs associated with constructing a new, multi storey mixed use parking structure to meet future demand.

27. Explore the potential to enter into a shared use parking arrangement with existing land owners, such as churches and schools, to accommodate public parking during business hours, evening or summer months.

28. Aim to make the existing parkade inviting to users, improve lighting, provide consistent and identifiable signage and design improvements to increase security and make aesthetic improvements. Continue to implement design improvements in accordance with Crime Prevention Through Environmental Design (CPTED) provisions to the existing parkade.



29. Explore the implementation of new technology in the parkade and on public parking lots to improve customer service (such as updated parking ticket dispensers or alternative payment methods such as through cell phones).

30. Ensure adequate branded signage directs visitors and residents to available off street parking.

On Street Parking

On street parking provides the following functions:

- Supports local economic activity by providing access to local users as well as visitor needs in residential areas
- Increases pedestrian safety by providing a buffer for pedestrians from traffic
- Increases pedestrian activity on the street
- Supports local land use by reducing development costs for small business by augmenting their on-site parking needs
- Arterial and Collector Roads due to traffic volumes will only be able to support parking where space permits



Parking availability has been identified as a concern in the Historic Downtown, particularly associated with retail “hot spots” along 30th Avenue. As part of the planning process, a parking occupancy survey was conducted. The survey was conducted during the early months of 2010 and factored in seasonal variations for summer tourism. The results show that there is an adequate supply of parking throughout the entire City Centre, but sections in the downtown core (29th to 31st Avenues) experience high occupancy rates during peak times.

Determining whether or not parking in the City Centre is adequate, is measured by the occupancy and turnover of spaces. When an area’s occupancy reaches 85-90% of the total capacity, it is considered to be full. The parking survey showed that the overall occupancy rate in the entire neighbourhood was adequate at approximately 60% but

along 30th Avenue the rate exceeded 85% for prolonged periods, with portions of 29th Avenue and 33rd Street exceeding 85% during the peak hours. These “hot spots” need to be addressed through parking management techniques that increase turnover.

While the overall supply in the City Centre is adequate, it is apparent that more effective management of the on street parking supply is needed to ensure there is frequent turnover of parking spaces along the identified “hot spots”. A recognized method of increasing turnover and availability is to introduce a one hour parking limit.

Policies

31. Provide on street parking wherever suitable and feasible on City Centre streets to provide increased parking and to act as a buffer between pedestrians and moving vehicles.
32. Ensure the visibility of pedestrians by prohibiting on street parking adjacent to crosswalks or by extending the curb equal to the width of the on street parking lane.
33. Create mapping that visually communicates the parking survey results to educate users on parking availability.

34. Evaluate the potential to implement angled parking where space allows as a means to increase the on street parking supply.
35. Relieve on street parking demand by encouraging off street parking suppliers to share parking with differing land use operators.

Parking Management

The parking system must be viewed as a whole with all of the components combined to create an effective parking system. Parking must be managed to make visiting the City Centre a positive element of the overall visitor experience.

Effective management of the parking system strives to develop and operate parking facilities that are:

- Clean and convenient
- Safe and secure
- Continually evaluated and utilizing best management practices and new technologies

Revenue opportunities shall be explored to fund:

- Operating and maintenance expenses of the parking system

- Facility maintenance reserves
- Ongoing evaluation of the system and future capital program allocations for parking facilities
- Transportation Demand Management initiatives
- Parking related infrastructure improvements in the City Centre.



Policies

36. Continue to monitor the parking supply, demand and utilisation on a regular basis and maintain current information on the parking system.
37. Evaluate the location, design and occupancy of parking stalls for persons with disabilities in the City Centre as well as permitting options.

38. Encourage the creation of a Parking Commission with representation from public and the Downtown Vernon Association (DVA), supported by City staff, dedicated to providing recommendations for the ongoing implementation of the Parking Strategy.
39. Through the creation of an enforcement policy, work with the DVA to develop special programs to mitigate potential impacts of parking enforcement and educate the community on the range and variety of parking and transportation options available.
40. Reduce parking demand through Transportation Demand Management initiatives.
41. Develop a consistent message that clearly indicates the time restrictions for each meter that can be easily adapted as parking changes are implemented.
42. Work with local stakeholders to develop a branded image for the parking system that is easily understood and clearly indicates the locations of parking facilities. This can include advertising, signage, education and awareness campaigns and a brochure.
43. Assess and evaluate current parking standards within the Zoning Bylaw and develop a flexible cash in lieu of parking regulation.
44. Customise parking standards that meet the parking needs of the City Centre while reducing the economic impacts of providing onsite parking for small businesses.
45. Identify short and long term parking areas to accommodate large vehicles associated with tourism visitors (recreation vehicles, tour buses, etc.). This should also include special event parking options.
46. Explore the potential to use a portion of parking revenue generated within the City Centre to enhance the neighbourhood and build support for paid parking through reinvestment.
47. Continue to review off street parking rates and facility allocation between monthly and hourly spaces, in conjunction with on street rates, to efficiently manage the parking system as a whole and strategically price on and off street parking supplies.
48. Continue to review on street metered parking rates and time limits and make the necessary adjustments to manage occupancy and turnover rates.
49. Work with large employers, including the City of Vernon, to create long term employee parking solutions:
 - a. Promote staff travel planning and education. Encourage employers to provide incentives for employees to use alternative forms of



transportation.

- b. Minimize the impact of employee parking in residential neighbourhoods within and adjacent to the City Centre.
- c. Continue to work towards a long term solution for employee parking along the railway right-of-way.

50. Continue to regularly evaluate the use of technology within the overall parking system and identify improvements that offer the potential to improve streetscapes, provide additional customer payment options, reduce collection costs and improve enforcement efficiency.

A critical component of the work done by the Parking Action Team was the development of specific implementation items for the short, medium and long term. These items should be prioritized and funded appropriately.

Parking Action items are outlined in Section 8.0 Implementation.

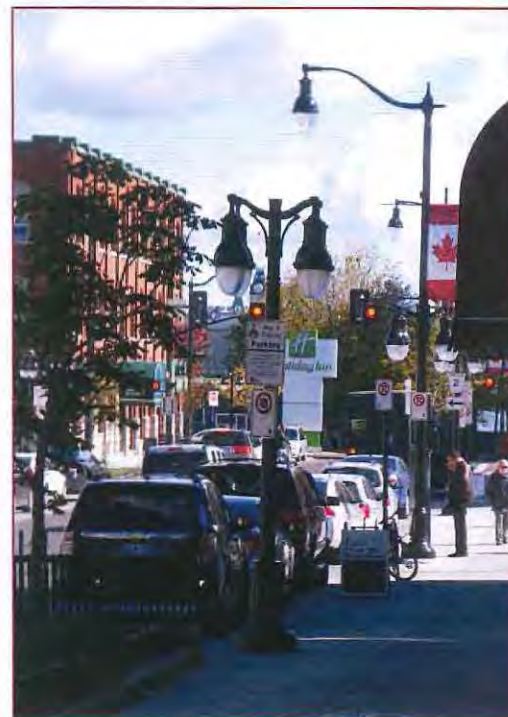


Photo: Dan Burden.



Photo: Dan Burden.

7.0 Public Spaces, Amenities and Safety

The draft Plan proposes to strengthen the parks and open space network by redeveloping the Civic Arena lands into open space, redeveloping the old Medical Clinic site into an interactive public space and locating the new transit terminus near Cenotaph Park, ensuring that the design of these new parks and open spaces provides a variety of uses. Do you generally agree or disagree with this approach?



Wordles are clusters of words that represent public feedback pertaining to a section of the Plan. The larger the word, the more times it was repeated in the feedback.

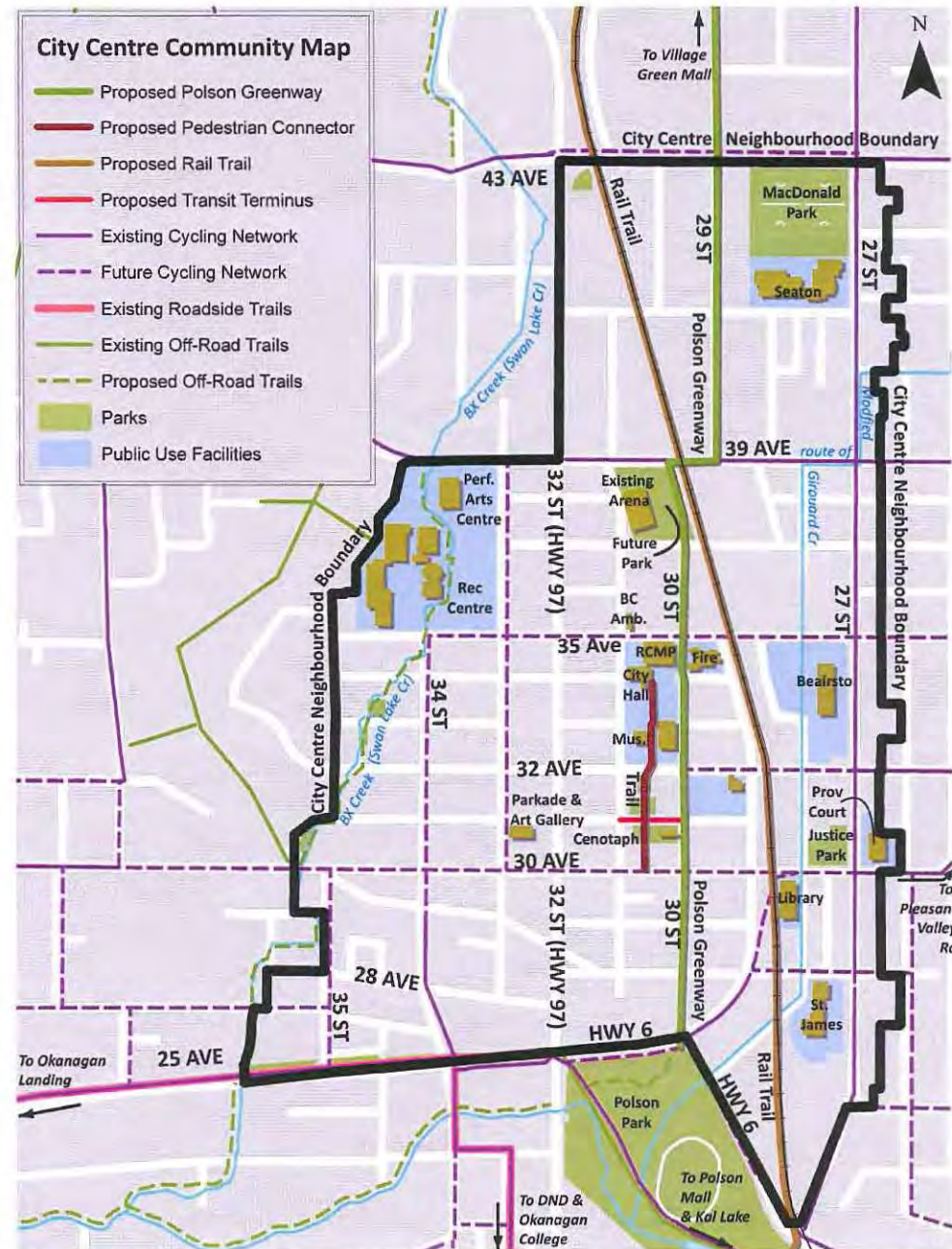
Public Spaces and Amenities

Successful neighbourhoods are more than shops and services. Public spaces, parks, trails, libraries, museums and recreation centres are also essential in creating a vibrant, attractive, healthy destination. They provide places to meet friends, eat lunch or let kids play. Well designed safe places for recreation, culture, gathering, celebration and special events bring neighbourhoods together, attract and support business and encourage development and investment for the benefit of the whole community.

While there are many recreational options in the City Centre, there are limited parks and open spaces. The parks and open space system is underutilized and needs to be strengthened to become a more enjoyable place for those living, working and visiting the area.

Policies

1. Enhance and expand parks, open spaces and public amenities to serve the diverse social and recreational needs of the neighbourhood, including visitors.
2. Incorporate opportunities in open spaces for active components, such as open air markets, sidewalk cafes and exhibits.



7.0 Public Spaces, Amenities and Safety

3. Explore potential partnerships with service clubs to enhance existing parks.
4. Aim to create a family friendly park, perhaps in an existing public space in close proximity to City Centre services, as families need somewhere to rest and play when utilizing the downtown.
5. Incorporate interactive art and science displays into park space.
6. The network of parks and open spaces should be designed for a variety of users including youth, families, seniors and employees to promote activity in those spaces at different times of the day, all days of the week and throughout the seasons.
7. Ensure inclusion and effective design of stormwater management systems to be incorporated into both new and existing parks.
8. Expand free public Wi Fi service in the City Centre, starting with Historic Downtown Area.
9. Explore an appropriate location within the City Centre for a public market and visitors centre.
10. As residential and business densities increase over time, work towards the establishment of a fenced dog park within or adjacent to the City Centre.
11. Explore opportunities for urban agriculture such as edible landscaping on public lands
12. Public spaces should be designed with the following factors in mind:
 - Safety
 - Accessibility
 - Youth
 - Art, Culture and Entertainment
 - Street Trees and Landscaping
 - Wayfinding
 - Streetscape



Spirit Square Opening

Safety

Safe public spaces are inviting, busy and low in crime. Safety is a key consideration when planning and



designing public spaces.

Policies

13. CPTED (Crime Prevention Through Environmental Design) shall be used when designing public spaces. CPTED is a crime prevention strategy used globally and is based on common sense design principles. It is based on proper design and the effective use of the built environment to lead to a reduction in the incidence and fear of crime. CPTED has four key elements:

- Natural surveillance – maximizing the ability of people to see in and out of a building, allowing people to spot suspicious activities;
- Access control – providing clearly designated entrances to buildings and/or sites and discouraging entry through other routes;

"Without ongoing occupation and use, these park areas may have an undesirable element that will make them seem less secure."
52 year old Coldstream resident

7.0 Public Spaces, Amenities and Safety

- Territoriality - identifying ownership by delineating, through design, private space from public space; and
 - Maintenance – ensuring that buildings and/or sites are clean, graffiti-free and well maintained, reinforcing that this is an area that is respected and cared for.
14. Regular bylaw enforcement should be encouraged to continue in the City Centre, particularly in the early evenings.
 15. Ensure proper maintenance of public spaces to reinforce public ownership and care.
 16. Encourage businesses to access CPTED programs offered by the RCMP Safe Communities Unit.
 17. Continue to work with Community Policing, the Social Planning Council, Partners in Action and other community organizations to improve safety in the area.
 18. Continue to partner with local groups and organizations to conduct safety audits in the City Centre and implement recommended changes.

19. Support the Partners in Action Committee and their initiatives that address the root causes of crime in the community.

Accessibility

Accessibility is an issue for everyone at some point. Whether by age, ability or injury, many people have limited mobility. Proper design can ensure access to services and amenities.

Policies

20. Incorporate accessible public washroom facilities in the design of major City Centre parks and open spaces.
21. Ensure that every person, regardless of age or ability, has access to open space and recreational amenities.
22. Incorporate bicycle facilities as part of the design of City Centre parks and open spaces.
23. Acknowledge that material choice for walking paths and sidewalks in the City Centre area is important both aesthetically and practically. Streetscape improvements should include at least a 1.5 metre concrete



Vernon Murals

strip to provide consistency for users with mobility constraints.



Youth

“Create a youth friendly city” is a Guiding Principle of the Official Community Plan. Involving youth in planning and decision making will help ensure their needs and interests are being met.

Policies

24. Encourage youth participation on Council committees and as part of planning processes.
25. Design public spaces that include options attractive to youth.

26. Include youth in planning and design of new recreational amenities.

Arts, Culture and Entertainment

Public art provides an opportunity to



Earth Day 2010, Civic Plaza

celebrate and showcase local arts and culture, establish a unique identity for an area or development and enhance the City Centre in ways that conventional streetscape elements cannot.

A variety of cultural venues is desirable to support a diversity of performing arts in the City Centre. The range of uses and activities is reflected in the number of downtown cultural facilities which include theatres, outdoor performance areas, gallery spaces, exhibit halls, dance studios, the library and museum.

Policies

27. Foster collaboration and understanding between non-profit organizations and cultural facilities needing more space. Efficiencies and partnerships can be found between complementary needs for increased facility space.
28. Public art should be considered and encouraged at a variety of scales and locations.
29. Murals, sculptures, architecture and landscapes help create a visually inviting City Centre. New opportunities to include art in both public and private spaces should be explored.
30. Promote the acquisition of public art and its display in public spaces, especially at key intersections, parks and gateways.
31. Encourage the development of new cultural and entertainment facilities while also encouraging increased and varying use of existing facilities in the City Centre.
32. Encourage the use of public art as a way to improve public spaces through design and use as street furniture, play areas and/or other interactive uses.
33. Explore opportunities for interactive public arts and science projects with an emphasis on engaging youth.
34. Continue to support the wall mural and art program and identify new sites where murals could be used to help promote the unique character of each of the City Centre areas.
35. Continue private/public sector partnerships to promote festivals, arts, cultural and community events.
36. Support the development of arts, culture, live music and entertainment venues to ensure a wide variety of options are available. Ensure at least one park in the Historic Downtown has a multi use stage with power.

"Having entertainment downtown encourages people to have safe, clean fun that is family oriented and keeps away the criminal element."

Vernon resident

Wayfinding

Wayfinding orients all users of the City Centre to ensure they are able to move with ease and confidence. Wayfinding can include signage, pavement markings and visitor information services.

Policies

37. All wayfinding elements should work together to ensure that routes are easily understood and navigated and that destinations are clear. This is especially important for first time visitors and should include welcome signage.
38. Ensure street signs are clearly legible for all users no matter which form of transportation they are using.



30th Avenue Streetscape

39. Centralized information should provide residents and visitors information and promote awareness about recreational opportunities, events and attractions.
40. Work with the Tourism Advisory Committee and the Downtown Vernon Association to build upon and create a branded sign system and strategy.

Street Trees and Landscaping

Street trees are indispensable to the attractiveness, comfort and safety of streets. Street trees, along with the width of the sidewalk, are primary elements in providing a sense of safe separation from traffic. Street trees increase the appeal of walking and serve the following functions:

- Reducing the impacts of the volume and speed of traffic on pedestrians and the adjacent land uses.



Plaza at 30th Avenue & 29th Street

- Providing tranquility to the street, enhancing the well being of pedestrians and motorists by creating a sense of enclosure, encouraging people to stay longer.
- Providing an important stormwater management function by reducing run-off, providing stormwater interception, detention and improving water quality.
- Improving comfort for pedestrians by providing shade in the summer months and, in the case of deciduous trees, allowing more sunlight in the winter months.

Policies

41. Tree canopy cover in the City Centre should reach 10%. This canopy goal is to include trees on both private and public lands.
42. Design and place trees considering their growth demands and long term maintenance.
43. Protect and maintain mature trees when possible and appropriate.
44. Provide regular maintenance and tree succession planning to ensure tree health and community benefits are maintained.

Streetscape



Image courtesy of Dan Burden

Streetscapes include elements that furnish the street environment and enhance community livability. Street furniture, landscaping, parking areas and property frontages all contribute to the street experience. Everyone who comes to the City Centre, regardless of how they get there, becomes a pedestrian for some portion of their trip. An attractive, safe street is vital for pedestrian use.

Policies

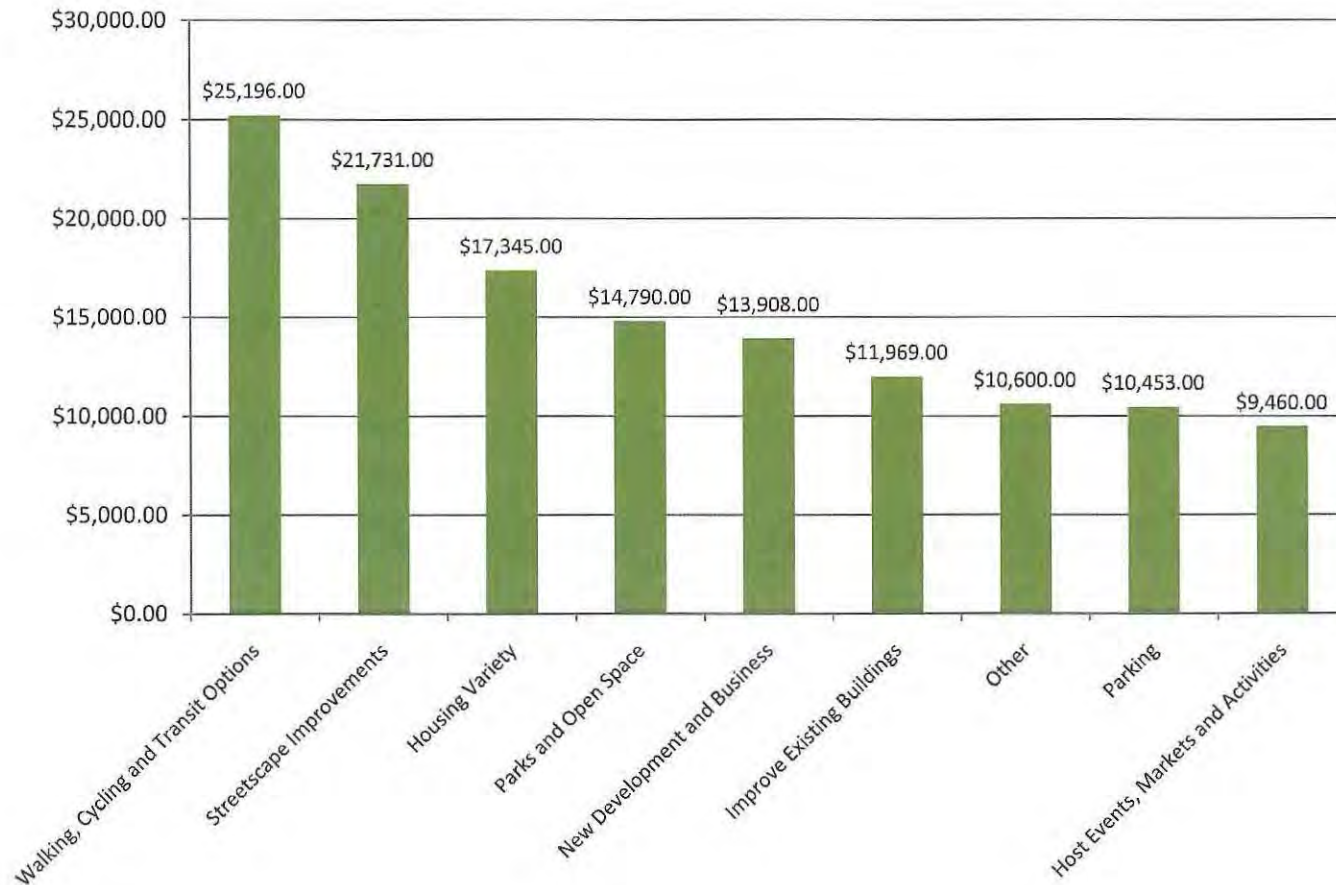
45. Ensure that streetscapes are designed using Walkable Community Principles (see sidebar) where possible and appropriate.
46. Sidewalks must accommodate an unobstructed pedestrian path clear of signage, utility elements, landscaping or street furniture. It is important to maintain even walking surfaces and remove materials on the surface (such as snow, gravel, etc.) in a timely fashion.
47. Provide continuity of streetscape features along the length of key Historic Downtown streets.
48. Provide and maintain streetscape furniture such as benches, trash receptacles, recycling bins, hanging flower baskets, etc.
49. Maintain and enhance an accessible, interconnected and well maintained sidewalk network. Wide sidewalks are important, particularly within commercial areas that attract a high volume of pedestrians.
50. Implement pedestrian improvements through the development process, roadway upgrade projects, capital works and sponsorships of local improvement initiatives.
51. Provide pedestrian scale lighting, lower and more closely spaced than conventional street lights, to provide increased illumination levels for the sidewalks.

The Walkable and Livable Communities Institute lists the following Walkable Community Principles:

1. Low speed, attractive streets
2. Well connected, streets and walkways
3. Streets and buildings align to form strong, compelling views
4. Streets work for everyone
5. Mix of buildings and uses, allowing easy walking access
6. Welcoming, socially engaging mixing places
7. Compact housing and many housing types and a range of cost
8. Emphasis on downtown and other key centres
9. Well located parks and open space (easy access to all)
10. Well located schools, within walking distance of homes
11. Easy access to efficient and welcoming transit
12. Land use and transportation partnerships
13. Homes and buildings face principal streets, parks and schools
14. Codes, taxes and other incentives that favour compact land form
15. Decisions favouring long term, sustainable growth and value

8.0 Implementation

**Pretend you have \$1000 to make the City Centre a better place.
Imagine that amount goes a long way and could fully address any one issue.
Where would you spend the money?**



The chart above illustrates the total amount of money respondents indicated they would like to spend on various initiatives in the City Centre.

Implementation

Implementation of the Plan requires action that is purposeful and focused. This implementation strategy and recommended actions set out the potential projects, programs and policies to move the Plan forward. The emphasis of the implementation strategy is to mobilize all stakeholders and champions to directly confront challenges, build on existing strengths and coordinate efforts to ensure that progress is measured and made.

This implementation strategy is intended to guide the City and stakeholder groups in focusing support, setting priorities and monitoring progress. Long term public and private commitment and collaboration is needed to realize the vision.

Although the timing for development is market driven, there are many actions that the City and organizations can undertake that focus on improving and creating a settings for new investment and increased confidence in the City Centre. The City needs to provide leadership through funding key capital projects as a catalyst for development. This Plan requires municipal support in order to attract residents and businesses and to position the area for a competitive future.

Key Policy Initiatives

It is recommended that Council authorize staff to undertake the following steps:

1. Implement a Revitalisation Tax Exemption

Provincial legislation allows municipalities to implement a Revitalization Tax Exemption to reduce the amount of municipal taxes paid on a property that meets the criteria of the bylaw for a period of up to ten years.

The bylaw outlines the specific criteria that determines eligibility for the tax exemption based on achieving a set of common objectives, such as promoting new development and improving existing building facades.

2. Implement a Cash in Lieu of Parking Policy

The current Zoning Bylaw exempts commercial development within the downtown core from providing on site parking.

In view of the level of intensification and development being encouraged in the City Centre, it is recommended that regulations be amended to allow developers to either provide parking on site, or pay cash in lieu of parking to enable the municipality to gather sufficient funds to assist in property consolidation and creation of new parking structures and lot.

3. Undertake a Zoning Bylaw Review

In order to achieve the objectives of the Plan, zoning regulations need to be reviewed and amended to ensure that new development is compatible with the desired future of the City Centre.

The policies of the Plan that focus on ensuring a visually attractive built form will have to be addressed in greater detail in the Zoning Bylaw. In addition, there are recommendations to address the potential to provide shared parking opportunities in mixed use developments and to reduce parking standards for small businesses choosing to locate in the City Centre. These items will also need to be addressed as part of a zoning review.

4. Review Density Bonusing Provisions

Consideration of density bonusing provisions corresponds with a review of the zoning regulations related specifically to height. Currently, within parts of the City Centre opportunities exist to develop buildings up to twelve storeys. No development of this size has occurred in the City Centre and there does not appear to be a strong demand for a building of that magnitude.

This generous height allowance makes it difficult to develop a meaningful bonusing program, as the allowable density by right is

typically considered more than anyone wants to build.

5. Explore Tax Increment Financing (TIF)

This tool is still somewhat new in Canada and is not currently reflected in provincial legislation. The intent of TIF is to allow a municipality to designate a revitalization area. The City can then borrow funds for infrastructure improvements within that area based on the future incremental increases in property assessments that are expected from future revitalization.

The increases in assessments resulting from the revitalization are used to pay off the debt incurred from the initial work undertaken. Baseline property taxes continue to be accrued by the City, so there is no direct impact on municipal revenue. The tool allows the City to be more directly involved in stimulating the revitalization of the area through strategic investments in infrastructure upgrades required to accommodate new development. This can be a significant incentive for the development community.

6. Develop Financial Models for Mixed Use Developments on City Lands

Explore development options and partnerships on both the Coldstream Hotel Site and the Bennett Lot as key redevelopment opportunities in the City Centre. Both sites are owned by the City and are intended to accommodate active

commercial uses on the ground level with office and residential uses above. Both sites are designated for high density.

Public private partnerships will be explored and financial modeling should include non-market affordable and attainable housing. Potential tenants can include organizations who identified requiring new space in the near future and the desire to be in the City Centre.



Coldstream Hotel Site
Photos by Dan Burden

Public Space Improvements

Often simple improvements to public spaces can act as a catalyst to attract new development and investment to an area.

The City continues the ongoing efforts to improve the streetscapes within the City Centre and is currently working on the implementation of the Polson Greenway (29th /30th Street Connector), which will provide a multi modal transportation corridor through the City Centre linking Polson Park and the Village Green Mall.

Streetscape revitalisation efforts are also underway along 31st Street, which should provide similar features as those along 30th Avenue including wide sidewalks, pedestrian oriented lighting and street furniture.

The old Medical Clinic site, located between Cenotaph Park and City Hall, is being redeveloped into a public open space designed to accommodate a variety of activities. Combined with the relocation of the transit terminus to 31st Avenue, this corridor will represent a significant pedestrian corridor linking 30th Street with significant public amenities.

Policy Implementation Priorities

Several key policy items in the Plan have been prioritized for implementation. Some are already underway ("Ongoing") and require continued commitment. Others are identified

for immediate (1-2 years), short term (3-5 years) or long term (5 years or more) action.

The time frames must be flexible to ensure that the action plan is able to adapt to changing political and economic conditions.

Action Plan Tables

The following tables address potential action items required to implement the Plan. These are meant to act as a starting point and are intended to be updated periodically as projects are completed and needs change.



Bennett Lot
Photos by Dan Burden

Sustainability		
Policy	Key Actions	Timeframe
Urban Forests	<ul style="list-style-type: none"> Provide annual funding for the planting and maintenance of new trees in the City Centre and include tree plantings as a requirement in the ongoing review of street revitalisation projects. 	Ongoing
	<ul style="list-style-type: none"> Strive to achieve an overall goal of 10% canopy cover in the City Centre through public investment in new trees as part of streetscape projects and partnerships with private landowners encouraging the planting of new trees on private property. 	Ongoing
	<ul style="list-style-type: none"> Develop a sustainable street pilot project in the Downtown Core that demonstrates best practices for tree and landscape installation. 	Immediate
Stormwater Management	<ul style="list-style-type: none"> Develop incentives for the inclusion of low impact development stormwater features as part of new and redevelopment projects and develop capital improvement priorities for the implementation of low impact development stormwater infrastructure improvements. 	Immediate
	<ul style="list-style-type: none"> Implement a stormwater retention demonstration project, such as a rain garden, to illustrate the benefits of low impact development. 	Immediate
	<ul style="list-style-type: none"> Utilize existing and future parks as an integral part of the stormwater management system. 	Long Term
Green Development Energy Conservation	<ul style="list-style-type: none"> Develop incentives that reward the inclusion of green development techniques as part of new projects. 	Immediate
	<ul style="list-style-type: none"> Explore opportunities to utilise neighbourhood energy sources, such as with the Okanagan Springs Brewery, and develop a neighbourhood energy strategy. 	Immediate
	<ul style="list-style-type: none"> Develop incentives that reward the inclusion of energy efficient building techniques as part of new projects. 	Immediate
Local Food	<ul style="list-style-type: none"> Work with local stakeholders to develop a local food system strategy that identifies opportunities for the creation of community gardens and urban agriculture in the City Centre in coordination with the increase of residential development. 	Immediate
Economic Growth	<ul style="list-style-type: none"> Implement key directions from the Economic Development Strategy focusing on business retention and expansion in the City Centre. 	Immediate
	<ul style="list-style-type: none"> Explore a Wellness Centre and Higher Educational institution as possible employers in the downtown and a way to bring more students to the City Centre. 	Immediate
	<ul style="list-style-type: none"> Work with local financial institutions to provide discounted financing and other incentives for development in the City Centre. 	Immediate
	<ul style="list-style-type: none"> Amend the Zoning Bylaw to add flexibility to employment uses allowed in certain areas of the City Centre. 	Short Term
	<ul style="list-style-type: none"> Work with the DVA on a “paint the town” program. 	Short Term
Targeted Reinvestment	<ul style="list-style-type: none"> Develop a revitalization tax exemption program to encourage the location of new commercial development in the City Centre and to encourage improvements to existing buildings. 	Immediate
	<ul style="list-style-type: none"> Phased capital works conducted by the City should be concentrated in the City Centre and be strategic in order to encourage development. 	Ongoing
	<ul style="list-style-type: none"> Investigate reducing or capping off-site costs for developments in the City Centre as a percentage of total project cost. 	Short Term
Tourist Destination	<ul style="list-style-type: none"> Explore opportunities for the development of a centralised tourist information centre in combination with the development of a public market within the City Centre. 	Immediate
	<ul style="list-style-type: none"> Continue to work with the Downtown Vernon Association and property owners to enhance and expand the mural 	Ongoing

	program.	
	▪ Expand free Wi Fi service starting in the Historic Downtown.	Short Term
Safety and Security	▪ Conduct a CPTED safety audit on existing parks and open spaces to identify concerns and solutions.	Ongoing
	▪ Implement CPTED principles on the design and construction of new parks and open spaces.	Ongoing
Age Friendly Initiatives	▪ Continue to support the Seniors Action Network on program initiatives that further the goals of the CCNP.	Ongoing
	▪ Develop public participation programs to encourage involvement in designing new public spaces and in suggesting improvements to existing spaces.	Ongoing
Capacity Building	▪ Encourage collaboration and knowledge sharing among non-profit groups requiring business plans and increased facility space. This could include concept development, financial planning, fundraising expertise and grant identification.	Immediate
	▪ Work with community stakeholders and champions to create partnership to implement the plan.	Ongoing
	▪ Encourage a variety of housing types through incentives and zoning.	Ongoing
Housing	▪ Encourage 20% attainable housing in all housing development in the City Centre.	Ongoing

Transportation - Cycling		
Policy	Key Actions	Timeframe
Commitment to Cycling Improvements	▪ Create on and off street bicycle routes in accordance with the transportation plan.	Ongoing
	▪ Continue to consult with the TDM Committee and the Greater Vernon Cycling Advisory Committee (GVCAC) when implementing new bicycle routes.	Ongoing
	▪ Work with local stakeholders to develop educational material for cyclists, pedestrians and motorists that discuss the rules of the road and the cyclist's role in traffic.	Ongoing
	▪ Work with local stakeholders and partners to explore the creation of a City Centre bike sharing program. This would include donated bikes that would be prepared and painted a consistent colour and strategically placed throughout the City Centre. Anyone using a bike may borrow it and bring it back to a designated return site.	Ongoing
	▪ Continue to participate in and promote cyclist awareness activities such as Commuter Challenge and Bike to Work Week.	Ongoing
Clear Identification of Bicycle Routes	▪ Implement a comprehensive signage program to improve the awareness of the bicycle route network.	Short Term
End of Trip Facilities	▪ Continue to explore the potential to create an off street pathway along the railroad tracks.	Long Term
	▪ Continue to provide short term bicycle parking options through the installation of bicycle racks at destination points throughout the City Centre.	Immediate and Ongoing
	▪ Develop a consistent theme and branding so bicycle parking facilities are easily found.	Immediate
	▪ Provide secure and enclosed bicycle parking facilities at strategic locations to accommodate long-term bicycle parking needs.	Immediate
	▪ Explore the opportunity to create incentives with City Centre businesses and new developments to install bicycle facilities, including parking racks and/or lockers, showers, etc.	Ongoing

Transportation – Pedestrians

Policy	Key Actions	Timeframe
Improve Pedestrian Circulation	▪ Budget for yearly improvements to the sidewalk infrastructure, focusing on repairing existing facilities and filling in gaps where sidewalks do not currently exist in accordance with the priority projects identified in the Transportation Plan and the Sidewalk Assessment Report prepared by the Seniors Action Network.	Ongoing
	▪ Continue to pursue the development of the identified Ribbons of Green Trail along Vernon Creek.	Ongoing
	▪ Investigate and consider developing potential alternate uses for alleys in the Downtown Core that improve access and circulation and allow potential development opportunities.	Long Term
Enhance Pedestrian Amenities	▪ Include pedestrian oriented design features, such as street trees, lighting, landscaping, street furniture and public art as part of all streetscape revitalisation projects.	Ongoing
	▪ Incorporate Universal Design Guidelines into street revitalisation projects to ensure that all pedestrians, regardless of physical ability, can easily access the sidewalks.	Ongoing
Improve Highway Crossings	▪ Continue to work with the Ministry of Transportation to improve pedestrian crossing facilities along Highway 97 to increase connectivity between the eastern and western portions of the City Centre.	Ongoing

Transportation – Transit

Policy	Key Actions	Timeframe
Increase Transit's Modal Share of Commuters	▪ Work with BC Transit on the design of the new transit terminus, which is planned to relocate to 31 Avenue at Cenotaph Park.	Ongoing
Improve Transit Facilities	▪ As part of the future Transit Review conducted by BC Transit identify opportunities to enhance transit stops and improve transit service.	Immediate

Transportation - Parking

Policy	Key Actions	Timeframe
Off Street Parking Supply	<ul style="list-style-type: none"> Budget for the acquisition and landscaping of small “pocket” parking lots in the Downtown Core no more than two blocks north and south of 30th Ave to meet future demand. Criteria and potential locations shall be identified in the Parking Implementation Plan. 	Ongoing
	<ul style="list-style-type: none"> Conduct a feasibility analysis of locating and constructing a new parkade as either a complement to, or replacement of, the existing structure. 	Long Term
	<ul style="list-style-type: none"> Develop shared use parking agreements and approach properties within, or adjacent to, the City Centre (such as churches and schools) that could accommodate employee parking during regular business hours on weekdays and during summer months. 	Immediate
Parking Structure Design Improvements and Enforcement Infrastructure	<ul style="list-style-type: none"> Conduct a CPTED review of the existing parkade and budget for the necessary improvements to enhance the aesthetics and overall function of the existing facility. 	Immediate/Ongoing
	<ul style="list-style-type: none"> Evaluate technological changes and capital upgrades to the parking and enforcement infrastructure to improve efficiencies and customer service. 	Short Term
On Street Parking Supply	<ul style="list-style-type: none"> Identify and prioritize existing streets based on their widths and ability to accommodate additional parking spaces through the implementation of angled parking. 	Immediate
Monitoring and Management of Parking Resources	<ul style="list-style-type: none"> Continue to develop a full inventory of public and private parking facilities and continue monitoring changes to the supply over time. 	Ongoing
	<ul style="list-style-type: none"> Work with employers to develop a long term solution for employee parking. Specifically aim to address employee parking along the rail line using initiatives such as staff travel planning and on-site and private parking opportunities. 	Immediate
Increase Awareness of Parking Facilities	<ul style="list-style-type: none"> Establish a Parking Commission to monitor and assess the ongoing changes to the parking system and to form recommendations for the implementation of the Parking Strategy. 	Immediate
	<ul style="list-style-type: none"> Research the potential for the use of a Disabled Parking Permit that would allow greater flexibility to disabled drivers to park at any metered space while complementing the placement of dedicated disabled parking spaces. 	Long Term
	<ul style="list-style-type: none"> In partnership with the DVA, develop a branding image that is utilized to improve directional signs to and from parking facilities and popular destinations throughout the City Centre. 	Short Term
	<ul style="list-style-type: none"> In partnership with the DVA, develop programs and marketing that improve public relations related to parking and visually communicate parking availability and location. Increase awareness and improve public perception in the City Centre. 	Short Term
	<ul style="list-style-type: none"> As the rates and time limits of meters change, implement a system that clearly indicates time restrictions. 	Short Term

Innovative Options to Increase Parking Supply	▪ Amend the Zoning Bylaw to require new commercial development within the City Centre to provide either on-site parking and/or to contribute cash in lieu of parking utilized to increase the supply of parking spaces.	Immediate
	▪ Amend the Zoning Bylaw to provide alternative parking standards for small businesses and mixed use developments.	Immediate
Parking Rates and Revenues	▪ Conduct a financial overview of parking revenue and develop a framework for the reinvestment of a portion of revenue into parking initiatives, streetscape improvements and other projects that improve parking availability.	Short Term
	▪ Develop a timeframe for incremental increases to both on and off street parking rates as a tool to effectively manage the supply of parking spaces in high occupancy areas.	Immediate

Heritage

Policy	Key Actions	Timeframe
Active Approach to Preservation	▪ Develop Heritage Conservation Area Bylaws to protect heritage assets within the Historic Downtown District and Historic East Hill District.	Immediate
	▪ Maintain an updated inventory of heritage assets within the City Centre.	Ongoing
Adaptive Reuse	▪ Develop incentives through the Revitalisation Tax Exemption program to encourage the owners of heritage properties to enhance their properties.	Immediate

Public Spaces and Amenities

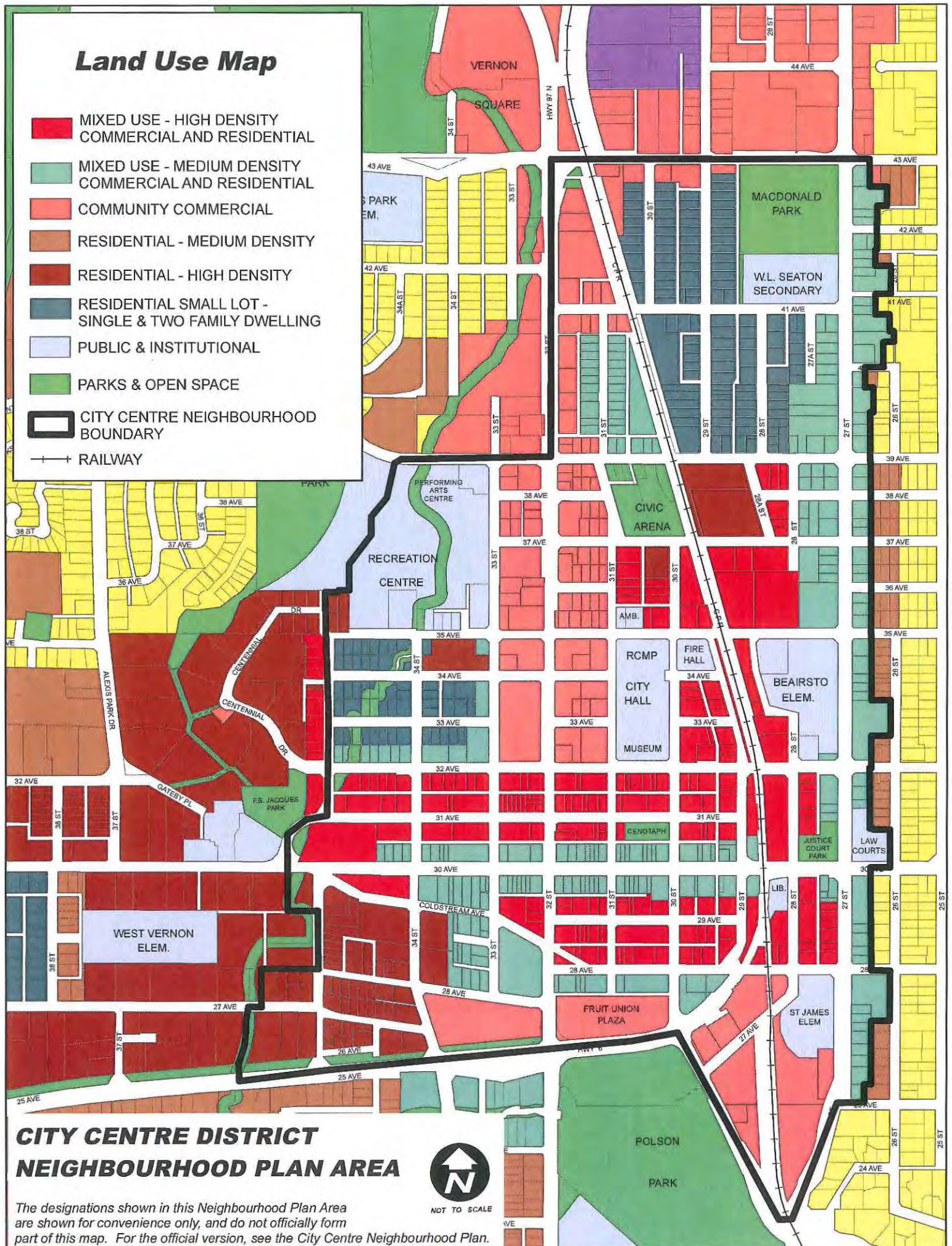
Policy	Key Actions	Timeframe
Design for Public Safety	<ul style="list-style-type: none"> Conduct a CPTED review on all new public spaces and review existing open spaces to assess the need for any improvements. 	Ongoing
Park Improvements	<ul style="list-style-type: none"> Ensure public access to drinking fountains. 	Ongoing
Comprehensive Wayfinding System	<ul style="list-style-type: none"> Update and expand upon the signage and wayfinding system to address matters such as pedestrian context maps, well designed street signage, clear identification of bicycle routes and clear directional signage orienting visitors to key destinations. 	Long term
	<ul style="list-style-type: none"> Amend the Sign Bylaw to reflect the Design Guide and Character Area policies. 	Short Term
Animating Parks and Open Spaces	<ul style="list-style-type: none"> Ensure that as part of the design of all new parks and open spaces within the City Centre there are a variety of activities programmed into the layout to provide recreation and leisure opportunities for all residents. 	Ongoing
	<ul style="list-style-type: none"> Work with the Province to enhance Justice Park. 	Short Term
Increase the Number of Parks and Open Spaces	<ul style="list-style-type: none"> Budget for the redevelopment of the old Medical Clinic Site as an interactive public open space. 	Short Term
	<ul style="list-style-type: none"> Develop a plan for the redevelopment of the Civic Arena lands into a significant public open space designed around the extension of the Polson Greenway. 	Long Term
	<ul style="list-style-type: none"> Continue to make the Polson Greenway a major priority for capital funding. 	Ongoing
Incorporate Parks and Open Space in Private Development	<ul style="list-style-type: none"> Develop incentives to encourage the use of green roofs on large redevelopment projects to act not only as a significant ecological feature of the building, but also as a public amenity space for residents or workers. 	Immediate
Public Art Initiatives	<ul style="list-style-type: none"> Develop a public art strategy that outlines the acquisition and placement of public art pieces, the integration of public art into the streetscape (such as gateway features, blank walls and facades or on electrical boxes to improve screening efforts) and parks and open spaces and the integration of public participation in public art projects. 	Short Term

A word cloud shaped like the map of Vernon, BC. The words are in various sizes and orientations, representing different themes and concerns. The largest words are 'DOWNTOWN', 'CITY', 'CENTRE', 'NEED', 'PEOPLE', 'PLAN', 'SEE', 'FUTURE', 'ALSO', 'NEW', 'AREA', 'BUILDING', 'NEEDS', 'GOOD', 'PARKING', 'GONE', 'WORK', 'GREAT', 'LIVING', 'GO', 'BEHIND', 'BUSINESSES', 'PROVIDE', 'MAYBE', 'POLICING', 'GALLERY', 'VISION', 'WAY', 'MANY', 'TOWN', 'SAFETY', 'USE', 'LOT', 'MAKE', 'TIME', 'AREAS', 'VEHICLES', 'STREET', 'PLEASE', 'PLANNING', 'HIGH', 'HOUSING', 'TICKET', 'CAR', 'RIGHT', 'THANK', 'POOL', 'WITHIN', 'SENIORS', 'COFFEE', 'FOOD', 'SECTOR', 'HOPE', 'CITIES', 'LOOK', 'REALLY', 'DYNAMICALLY', 'ESPECIALLY', 'MUCH', 'ACTIVITY', 'TRAFFIC', 'CONTINUE', 'TAKE', 'CHANGED', 'ART', 'IMPORTANT', 'SUMMER', 'SPEND', 'MARKET', 'SIDEWALK', 'NEIGHBOURHOOD', 'BUILDINGS', 'TERM', 'ENERGY', 'LIBRARY', 'CIVIC', 'GREEN', 'ANYWHERE', 'GOING', 'BETTER', 'DEVELOPMENT', 'KEEP', 'SAFE', 'STREETS', 'WALK', 'GREEN', 'SPACE', 'INCLUDE', 'GET', 'ENCOURAGE', 'OUTDOOR', 'LOTS', 'LIVE', 'ABLE', 'PEDESTRIANS', 'ENVIRONMENTAL', 'MONEY', 'BIG', 'CITIZENS', 'TREES', 'BIT', 'END', 'MADE', 'WELL', 'EXCELLENT', 'CONSIDER', 'LONG', 'AROUND', 'LIKE', 'FACILITIES', 'LITTLE', '32ND', 'BASED', 'PLACE', 'NOW', 'FARMERS', 'WALKING', 'NEEDED', 'RCMP', 'KELOWNNA', 'PARK', 'SHOP', 'RESIDENTS', 'OLD', 'MISSION', 'DONE', 'DRIVE', 'EVEN', 'BYLAW', 'XMAS', 'LIGTHS', 'BUILD'.

[illegible]

Land Use Map

- MIXED USE - HIGH DENSITY
COMMERCIAL AND RESIDENTIAL
- MIXED USE - MEDIUM DENSITY
COMMERCIAL AND RESIDENTIAL
- COMMUNITY COMMERCIAL
- RESIDENTIAL - MEDIUM DENSITY
- RESIDENTIAL - HIGH DENSITY
- RESIDENTIAL SMALL LOT -
SINGLE & TWO FAMILY DWELLING
- PUBLIC & INSTITUTIONAL
- PARKS & OPEN SPACE
- CITY CENTRE NEIGHBOURHOOD
BOUNDARY
- RAILWAY



CITY CENTRE DISTRICT NEIGHBOURHOOD PLAN AREA

The designations shown in this Neighbourhood Plan Area are shown for convenience only, and do not officially form part of this map. For the official version, see the City Centre Neighbourhood Plan.

