



## **CORPORATION OF THE CITY OF VERNON**

### **ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**

**February 16, 2023, AT 4:00 PM**

**Okanagan Lake Room (Council Chambers) City Hall**

## **A G E N D A**

**1) CALL TO ORDER**

**2) LAND ACKNOWLEDGEMENT**

*As chair of the City of Vernon's Economic Development Advisory Committee, and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan nation.*

**3) ADOPTION OF AGENDA**

**4) ADOPTION OF MINUTES**

a) June 24, 2022 (attached)

**5) NEW BUSINESS**

1. Corporate Services Orientation (10 minutes)
2. Drive-thru Policy Presentation & Discussion – Danielle DeVries (15 minutes)
3. Vernon Jubilee Hospital Physicians Association Presentation (45 minutes)
  - a. Dr McClellan, Board Chair
  - b. Ms. Huges-Geekie, Program Director
4. Activity Update – John Perrott (10 minutes)

**6) DATE OF NEXT MEETING**

At the Call of the Chair

**7) ADJOURNMENT**



## THE CORPORATION OF THE CITY OF VERNON

### MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE HELD FRIDAY, JUNE 24, 2022 AT 8 AM OKANAGAN LAKE ROOM (COUNCIL CHAMBER) CITY HALL

**PRESENT:** Mayor Cumming, Chair  
Jessica Wicks, Accelerate Okanagan Rep  
Leigha Horsfield, Community Futures North Okanagan  
Dan Proulx, Greater Vernon Chamber of Commerce  
Colin Wilson, Executive Director, UBCO  
Richard Toperczer, Province of BC Reg. Ec. Dev. Branch Rep  
Jane Lister, Okanagan College Rep  
Laura Frank, RDNO Representative

**ABSENT:** Annette Sharkey, Social Planning Council of North Okanagan Rep.  
Councillor Mund (Council Appointed)  
Peter Kaz, Downtown Vernon Chamber of Commerce

**STAFF:** Kim Flick, Director, Community Infrastructure & Development  
John Perrott, Manager, Economic Development  
Tracy Mueller, Committee Clerk

**ORDER** The meeting was called to order at **8:04 AM**

**LAND ACKNOWLEDGEMENT** *As Chair of the City of Vernon's Economic Development Advisory Committee, and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan Nation.*

Before the start of the meeting the Chair called for round table introductions. R. Toperczer advised the group that this would be his last meeting as he is transitioning to a new position of District Manager.

**ADOPTION OF THE AGENDA** Moved by **C. Wilson**, and seconded by **L. Frank**:

THAT the agenda of the Economic Development Advisory Committee meeting of June 24, 2022 be adopted:

**CARRIED**

**ADOPTION OF THE  
MINUTES**

Moved by **L. Horsfield**, and seconded by **D. Proulx**:

THAT the minutes of the Economic Development meeting of January 20, 2022 be adopted as presented.

**CARRIED****UNFINISHED BUSINESS:**

There were no items to discuss.

**NEW BUSINESS:****ROUND TABLE  
INTRODUCTIONS**

**J. Perrott, Manager, Economic Development** requested each member to provide a brief round table introduction.

- This item was handled earlier in the meeting.

**COMMITTEE  
ORIENTATION**

**K. Flick, Director, Community Infrastructure & Development**, was in attendance to provide members of the Committee with an overview regarding the Terms of Reference, Bullying and Harassment Policy and Council Procedure Bylaw.

The following comments were made:

- The Council Procedure Bylaw is a document to determine the decision-making processes. The Committee Clerk ensures that all legislative rules are followed, which includes ensuring that quorum is achieved and good process is followed.
- The conduct of Committee members outside the room is important. The recommendations that come out of the group go forward to Council for ratification.
- The Bullying and Harassment Policy clearly outlines the expectations for all staff and committee, commission, and board volunteers, in terms of respectful workplace policy and code of conduct.
- It is important to stop bullying and harassment and it is the responsibility of Management to make sure that all employee rights are met. Although this is an annually occurring refresher, there is always room for everyone to grow and broaden their understanding and make sure that we remain respectful in our dealings with others.

Before the informal discussion, **J. Perrott, Manager, Tourism & Economic Development** provided a PowerPoint presentation overview for the benefit of the new members outlining the role of Tourism and Economic Department in the City of Vernon as follows:

- Tourism Vernon is a Municipal Hotel Tax funded program. Program funding is received through an online accommodation platform; the budget is \$1.2M.
- The Visitor Servicing piece is active and we are growing on events and meetings in the shoulder season time.
- Municipal and Regional District Tax (MRDT) financing is on a 5-year term with the Province of BC; over the past six months Vernon's Tourism Manager is leading the charge to get the next 5-year Tourism Strategy developed and approved.
- In terms of advertising, the key message is that Vernon is growing beyond simply destination marketing organization to expand further into "destination" management.
- At a high level the most significant piece is destination attraction, thought of broadly, there are opportunities to further leverage overnight stays into investment and talent attraction within the community.
- There are not many communities that are fortunate enough to have a dedicated Economic Development Planner. Roy Nuriel is the Economic Development Planner, for the City of Vernon, his skill set is to put a lens on the impacts of the business for development projects. Roy works with multi-family housing and working with local developers and K Flick, Director, Community Infrastructure and Business License Application Reviews and Issuances are part of the process.
- In terms of collaboration, Roy is often the first point of contact with any project in the community, he is currently working on the Port Okanagan project that is proposed for Lakeshore.
- One of the roles of Economic Development involves community data collection; the team provides valuable information to is entrepreneurs which assists them as a tool toward the development of their business plans.

- Vernon is a pilot community for two programs: 1) PNP Entrepreneur Immigration Pilot and 2) Rural Northern Immigration Pilot Program (Community Futures).
- There are several families who are looking to add and contribute to the community. Economic development provides insight and support. Currently there are 213 recommendations as part of the Rural Northern Immigration Pilot.
- Business retention support entrepreneurs, addressing operational challenges, a big part of the role of Economic Development is to assist with leveraging partnerships. Staff discuss land use considerations, and building code considerations with new business owners.
- Do a lot of community presentations to raise awareness and get out for onsite business visits. Attending onsite meetings gets a chance to get out and meet the business owners.
- Film Inquiries & Community - the City does not have a formal process about what that process currently looks like. Economic Development staff is usually the first point of contact.
- Attended tradeshows on behalf of the City and foster relationships and promote opportunities and support for local realtors and provide third party information to assist.
- Trying to reach out more with commercial real estate agents we think about inbound attraction for investment. Part of the economic development strategy is helping realtors understand what is available in the community.
- Special Projects - Cascadia Airways were looking at bringing passenger traffic to Vernon, how can this be promoted, and addressed from a practical standpoint.
- Downtown block closure crosses transportation, operations, and a number of departments at the City. Staff are looking ahead to find out how the budget can be improved.

J. Perrott thanked the members of the Committee for their collaborative approach.

**INFORMAL GROUP  
DISCUSSION**

**J. Perrott, Manager, Manager, Economic Development & Tourism,** hosted a round table discussion and requested each Committee member to provide feedback regarding four key questions as follows:

**1. Areas of Concern; i.e., what keeps you up at night?**

- Thinking about attraction and retention. How can people be kept at a macro level and micro level.
- Highly skilled people come to the community to be educated at UBCO and they need places to stay and live in order to build and grow their families and give back to the community.
- Affordable housing / zoning and working to creatively make housing affordability attainable. Currently there are 96 international students coming to Vernon and there are no places for them to stay.
- People are not coming to Vernon to work academically because housing is not available. Rental housing stock is not available or affordable for professionals and students.
- Rising interest rates and inflation will be a negative impact on businesses and citizens. The short term it will be additional costs, and in the short term we are in a tricky spot.
- RDNO approached all municipalities were canvassed to create a regional land bank. The concept that could have potential is that BC Housing could be approached to develop a strategy.
- Streamlining the development approval process and amending bylaws can be done locally. Workforce development, working with all levels to come up with creative ways to engage the workforce as possible. There are only so many people who are available to engage. If there are any strides to be made it will be in housing, if we have housing, we can attract the labour. If all communities adopted the recommendations that were in the RDNO Strategy would drive more people into our community.

- Make it easier for employers to develop workforce housing. There is more opportunity to have more discussions in this area and build upon it.
- The Okanagan Indian Band (OKIB) should be engaged in the conversations as they have youth employment opportunities that could benefit.
- Housing for remote workers who have recently moved to the region, people are living in long-term rentals or a hotel.
- Staff are relocating or moving to other communities. There is more than housing; child care is another issue for the labour force. After school care, summer camps and other solutions to assist people in the workforce and provide them with supports for their families.
- Creative solutions in housing would assist business owners, especially since we are running out of land. Business owners can build housing and childcare solutions for their staff.
- Resident retention is pivoting, they are dialing down the resident attraction, and are looking at retention. If there is a way to shift focus at the City to feature some of the items it would be worth considering.
- The Chair noted that in terms of the City providing land for partnered housing projects there will be some announcements in the next few months. Council has been working on this since January.
- Biggest concern is carrying capacity. There are 1,000 people per year coming to Vernon using services, trails, land, amenities, washrooms, parking. Would like to see push for funding for immigration programming.
- The housing portion could be addressed. Vernon building permit values are on track to hitting \$100 Million. The new housing options will target the affordable piece.
- The biggest issue that they are facing in Coldstream, the cost for bringing the places up to the standard of the housing building code would be challenging. When Suites are accepted within the Zone.

- There is a narrative in the community that not enough is being done; however, there is an opportunity to be ahead of the narrative. In 2017 there were 404 social housing, when the new units are on there will be 900+.

## **2. Is there an Economic Opportunity that is perhaps overlooked in Vernon?**

- How do we look strategically at the longer term with respect to workforce development and housing as a long-term opportunity?
- Identifying the labour market gaps and focusing on the in-demand jobs and what livability into the focus on housing stock. Look at the middle market wage base for people and develop housing accordingly.
- Regional Partnerships are important as well. There are tremendous opportunities for future collaboration.

## **3. Issues / Opportunities that Economic Development & Tourism Department should consider exploring directly or indirectly through partnerships?**

- Moving from destination marketing to management is a good approach.
- How does the Community collaborate with OKIB to share the story through an indigenous lens and to step up the relationship? It was discussed that partnerships could become part of the destination management piece to incorporate local indigenous stories and experiences.

## **4. What Should be Addressed in 2023?**

- A member of the Committee suggested that it would be a potential for the City to buy and develop land and purchase it to a point where it would be ready for developers.
- Along similar lines, it was noted that both the City of Nelson / Kelowna have approved pre-packed building plans for affordable units. Applicants can pick from Options A, B or C and obtain a fast-tracked building permit.

- Opportunity to build upon local processes. As an example, there was a situation (due to supply chain issues) where large quantities of milk had to be dumped. If it could be processed locally there are opportunities to localize processing. A consultant was hired out of Nanaimo and will be approaching some of the larger scale dairy processors in the Country.
- Manufacturing will carry Vernon into the next wave, significant value-added manufacturing will happen in agriculture, steel, specialty manufacturing and electronic manufacturing. As the global supply chains and specific manufacturing shifts.
- The City of Vernon has waived Development Cost Charges (DCC's) on Social Housing which has assisted in furthering projects.

The Chair thanked everyone for attending the meeting and for their valuable feedback.

**NEXT MEETING**

The next meeting of the Economic Development Advisory Committee will be at the call of the Chair.

**MOTION TO ADJOURN** Moved by **J. Lister**, seconded by **R. Toperczer**:

THAT the Economic Development meeting of the June 24, 2022, be adjourned.

**CARRIED.**

**ADJOURNMENT**

The meeting Economic Development Advisory Committee meeting of June 24, 2022, adjourned at **9:33 AM**.

**CERTIFIED CORRECT:**

\_\_\_\_\_  
Chairperson



# THE CORPORATION OF THE CITY OF VERNON

## TERMS OF REFERENCE

**Committee Name:** Economic Development Advisory Committee

**Type:** Select

### Approvals/Reviews/Amendments

POLICY/AMENDMENT APPROVED BY:	DATE OF COUNCIL MEETING:	SECTION AMENDED
"Wayne Lippert" Mayor	June 22, 2009	ORIGINAL POLICY
"Wayne Lippert" Mayor	August 10, 2009	Aug 10, 2009 – added 3.6 – members can reside or work in Vernon
"Wayne Lippert" Mayor	March 14, 2011	Add: Sec. 3.7 – All members shall have two year terms Amend: Sec. 6.1 – EDAC will meet every three months
"Rob Sawatzky" Mayor	May 26, 2014	Amended TOR to reflect over-arching Council Committee Policy
"Akbal Mund" Mayor	January 22, 2018	Revise mandate and Committee composition

### 1.0 Committee Mandate

The mandate of the Economic Development Advisory Committee (EDAC) is to provide recommendations to Council on policies and strategic initiatives that will further enhance Vernon as an ideal business and investment location. EDAC meeting agendas will primarily consist of delegations from the business community and provide members an opportunity to gain a better understanding of the challenges and opportunities in various sectors of Vernon's economy.

### 2.0 Purpose

- 2.1 Advise the Council on strategic initiatives and opportunities related to the economic vitality of the City.
- 2.2 Provide an opportunity for industry to provide information through delegations.



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- 2.3 Provide recommendations on specific economic development initiatives, projects and work plans.
- 2.4 Advise the Council on policies and bylaws related to doing business within the municipality.

## 3.0 Membership

- 3.1 The EDAC membership will include a staff representative from the following organizations:
  - a) Mayor, or designate; (Chairperson)
  - b) Council Representative, or alternate;
  - c) Accelerate Okanagan;
  - d) Community Futures North Okanagan;
  - e) Downtown Vernon Association;
  - f) Greater Vernon Chamber of Commerce;
  - g) Okanagan College;
  - h) North Okanagan Regional District – Community Services
  - i) Province of B.C. – Regional Economic Operations Branch
  - j) Social Planning Council
  - k) University of British Columbia - Okanagan
- 3.2 Non-voting members that will attend EDAC meetings, to provide advice, information or other services, include the:
  - a) Director, Community Infrastructure and Development
  - b) Manager, Economic Development and Tourism; and
  - c) Additional staff, as required.

## 4.0 Meetings

- 4.1 The EDAC will meet every three months, though special meetings over and above the meetings may be called by the chair.
- 4.2 EDAC meetings will be chaired by the Mayor or his or her designate.

## 5.0 Delegations

- 5.1 Delegations to EDAC from industry groups, association and businesses are encouraged. Delegations will be coordinate by the staff liaison.

**MEMORANDUM**

**TO:** Economic Development Advisory Committee  
**FROM:** Danielle DeVries  
Transportation Planner  
**FILE:** 6450 (Projects/Drive-Throughs)  
**DATE:** January 18, 2023  
**SUBJECT: ZONING BYLAW 5000 AMENDMENTS – DRIVE-THROUGH USES**

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**BACKGROUND:**

At Council's Regular Meeting of December 12, 2022, Administration recommended that bylaw amendments be prepared to ban drive-through uses in the City Centre. Council resolved to seek the input of a number of Council Committee prior to deciding whether or not to prepare the bylaw amendments.

Council already approved two policies to ban drive-through uses in the City Centre Neighbourhood Plan. The neighbourhood plan is part of the Official Community Plan (OCP), which is the guiding vision for all land use decisions in the city. However, the Zoning Bylaw, which contains the specific regulations that override the OCP, still allows drive-through uses in the City Centre. This means that even though the City's vision says no drive-through uses, the City's regulations say that they are allowed and developers can build them, if the zoning is already in place.

Council is seeking the recommendation of the Advisory Planning Committee, Climate Action Advisory Committee, Transportation Committee and the Economic Development Advisory Committee based on the Council report (Attachment 1). A number of additional considerations and specific questions for the committee appear below.

**CONSIDERATIONS:**

At the December 12, 2022 Regular Meeting, there was some discussion amongst Council that banning drive-through uses in part or all of the city would be a step in the right direction to help reach the Climate Action Plan goals and support active transportation. On the other hand, there were some concerns that this would impact the business community and that the idling problem could be resolved through electric vehicles (EVs) replacing fuel powered vehicles.

In addition to the information in the Council report (Attachment 1), the Committee may consider the following:

1. The [Climate Action Plan](#) envisions that active transportation is the first choice to move around Vernon. Efficient public transit is the second choice. Finally, EVs are a positive alternative when a personal vehicle is the only viable option. It is noted that EVs alone will not eliminate Vernon's greenhouse gas emissions, and that we are still many years away from the majority of vehicles in the city being electric.

2. The majority of families in Vernon cannot afford an EV, even with the [Provincial](#) and [Federal](#) rebate incentives. Vernon's median income is \$73,500 per year ([Statistics Canada](#), 2021). With rising housing and food costs, it is estimated that families need to make approximately \$100,000 per year to afford an EV. The Greater Toronto and Hamilton Area found that EV owners are higher income (average \$114,300) than fuel powered vehicle owners ([GTHA](#), 2017). Further, a Canada-wide study found that those with a household income over \$150,000 are most likely to buy an EV ([Ekos](#), 2021).
3. The queuing space required for safe and efficient traffic flow is an uneconomical use of the commercial land available in Vernon. If the regulations are updated to reflect best practice, then a new drive-through restaurant would need at least 252m<sup>2</sup> just for cars to wait. This is enough space for two more small business units on the site.

## **DISCUSSION QUESTIONS:**

The Economic Development Advisory Committee is designed to comment on business policies and initiatives. Given this lens, Administration asks the committee to use the following questions to help with consideration of the attached Council report:

- Are drive-through uses a viable business model for Vernon considering climate action?
- Looking to the future, what does “sustainable economic development” look like in Vernon?
- Are drive-through uses seen as a supportable local business by members of the community? I.e. some are franchises that are owned by local franchisees, but do community members know this and support this as economic preferences turn to healthier, more sustainable, and local options?
- Are drive-through uses an effective use of commercial land?
- Are there other economic development-related concerns with allowing or prohibiting drive-through uses?

Respectfully submitted:

Danielle Devries,  
Transportation Planner

Attachment 1 - Report to Council titled “Zoning Bylaw 5000 Amendments – Drive-Through Uses” dated November 29, 2022



# THE CORPORATION OF THE CITY OF VERNON REPORT TO COUNCIL

**SUBMITTED BY:** Danielle DeVries  
Transportation Planner

**COUNCIL MEETING:** REG  COW  I/C   
**COUNCIL MEETING DATE:** December 12, 2022  
**REPORT DATE:** November 29, 2022  
**FILE:** 6450 (Projects/Drive Throughs)

**SUBJECT: ZONING BYLAW 5000 AMENDMENTS – DRIVE-THROUGH USES**

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## **PURPOSE:**

To request Council direction to amend Zoning Bylaw 5000 to remove drive-throughs as permitted uses within the City Centre Neighbourhood Plan Area to align with the Official Community Plan and Climate Action Plan.

## **RECOMMENDATION:**

THAT Council direct Administration to prepare amendments to Zoning Bylaw 5000 to remove 'drive-through services' and 'drive-through vehicle services' as permitted uses within the City Centre Neighbourhood Plan Area as outlined in the report titled "Zoning Bylaw 5000 Amendments – Drive-Through Uses" dated November 29, 2022 and respectfully submitted by the Transportation Planner;

AND FURTHER, that Council direct Administration to prepare amendments to Zoning Bylaw 5000 to revise the specific use regulations for 'vehicular oriented uses' to improve traffic flow where 'drive-through services' and 'drive-through vehicle services' may still be permitted;

AND FURTHER, that Council direct Administration to bring the proposed City Centre drive-through amendments to Zoning Bylaw 5000 to the Transportation Advisory Committee, Climate Action Advisory Committee, Economic Development Advisory Committee, and Advisory Planning Committee for review and comment;

AND FURTHER, that Council direct Administration to consult with the Transportation Advisory Committee, Climate Action Advisory Committee, and Economic Development Advisory Committee, Advisory Planning Committee on their input to extend drive-through prohibitions to the remainder of the city;

AND FURTHER, that Council direct Administration to provide the proposed amendments to Zoning Bylaw 5000 for Council's consideration by March 2023.

## **ALTERNATIVES & IMPLICATIONS:**

1. THAT Council direct Administration to prepare amendments to Zoning Bylaw 5000 to remove 'drive-through services' and 'drive-through vehicle services' as permitted uses within all commercial and mixed-use Zoning Districts as outlined in the report titled "Zoning Bylaw 5000 Amendments – Drive-Through Uses" dated November 29, 2022 and respectfully submitted by the Transportation Planner;

AND FURTHER, that Council direct Administration to prepare amendments to Zoning Bylaw 5000 to revise the specific use regulations for 'vehicular oriented uses' to reflect this change and improve traffic flow where 'drive-through vehicle services' may still be permitted in the I1 Light Industrial Zoning District;

AND FURTHER, that Council direct Administration to bring the proposed drive-through amendments to Zoning Bylaw 5000 to the Transportation Advisory Committee, Climate Action Advisory Committee,

Economic Development Advisory Committee, and Advisory Planning Committee for review and comment;

AND FURTHER, that Council direct Administration to provide the proposed amendments to Zoning Bylaw 5000 for Council's consideration by March 2023.

*Note: This would mean that Administration would bring forward proposed Zoning Bylaw 5000 amendments to prohibit drive-through uses in all commercial and mixed-use zoning districts city-wide to the four advisory committees for their review and comment. Administration would report back to Council in March 2023 with proposed amendments to Zoning Bylaw 5000 for first and second readings that reflect recommendations from the four committees.*

2. THAT Council receive the report titled "Zoning Bylaw 5000 Amendments – Drive-Through Uses" dated November 29, 2022 and respectfully submitted by the Transportation Planner.

*Note: This would result in no changes to Zoning Bylaw 5000, and drive-throughs would still be permitted across the city and within the City Centre Neighbourhood Plan Area. Zoning Bylaw 5000 would continue to contradict the City Centre Neighbourhood Plan and Official Community Plan.*

## **ANALYSIS:**

### **A. Committee Recommendations:**

N/A

### **B. Rationale:**

1. The [City Centre Neighbourhood Plan](#), which forms part of the Official Community Plan, provides policy direction for development and redevelopment within the City Centre. The plan has two policies that direct the prohibition of drive-throughs including:
  - a. Polson Gateway Character Area (20): Big box retail and drive-through uses are not permitted; and
  - b. General Policies (82): Prohibit drive through uses, except for Lots 1-4, Block 32, at 3600-3606 27<sup>th</sup> Street.

However, Administration has not been able to uphold these policies since Zoning Bylaw 5000 currently allows 'drive-through services' and 'drive-through vehicle services' as permitted uses in zoning districts within the City Centre Neighbourhood. For reference, the definitions of 'drive-through services' and 'drive-through vehicle services' are:

- a. 'drive-through services' means the business where customers order and receive services, food or other goods in their motor vehicles via one or more designated drive-through lanes or through one or more car attendant services, but does not include drive-through vehicle services.
  - b. 'drive-through vehicle services' means development providing rapid cleaning, lubrication, and maintenance or repair services to motor vehicles, where the customer typically remains within the vehicle or waits on the premises. Typical uses include but are not limited to automatic or coin operated car washes, rapid lubrication shops, or specialty repair establishments.
2. While the City Centre Neighbourhood Plan only includes policies to prohibit drive throughs in the City Centre, Council has since endorsed the [Climate Action Plan](#), which directs the City of Vernon to be a leader in climate action and develop a clean air space strategy. These policies support expanding the prohibition of drive-throughs across the entire city. Specifically, the Climate Action Plan found that transportation accounts for 63% of the community's greenhouse gas emissions, and identifies an anti-idling bylaw as a tool to improve air quality. Drive-through uses encourage vehicles to idle in the queue; therefore, banning any additional drive-through uses in the City is a step toward reduced idling and improved air quality.

3. Beyond specific policies related to drive-throughs, the City’s high-level goals support a healthier and more compact city. Drive-through uses contradict these goals as they use large spaces for vehicle queuing and promote driving and sedentary behaviour. Specifically, the [Official Community Plan](#) includes guiding principles to:
  - a. create a culture of sustainability;
  - b. create strong, compact and complete neighbourhoods; and
  - c. provide alternative transportation.

The Climate Action Plan focus areas envision that:

- a. Vernon is a healthy, equitable, and resilient community;
- b. Vernon is a leader in tackling Climate Change;
- c. Vernon is made of compact, complete, climate-ready neighbourhoods connected to low carbon transportation networks;
- d. Vernon has a diverse economy with businesses and industries that have embraced the opportunities of the low carbon economy and are resilient to the impacts of climate change; and
- e. Vernon is food secure and has a resilient agriculture and economy.

[Council’s Strategic Plan](#) 2019 – 2022 includes goals to:

- a. Promote transit oriented mixed use development;
- b. Work towards a sustainable Vernon – environmentally, economically, and socially; and
- c. Encourage sustainable infrastructure, agriculture and landscaping.

Each of these goals supports reducing vehicle-oriented development like drive-throughs, and instead encourages more walkable, bikeable, and transit-oriented design. In addition, transit-oriented and mixed use development have been more approachable for smaller, local businesses in other communities, rather than attracting international fast-food and beverage chains.

4. According to the 2018 study “Adoption and diffusion of zoning bylaws banning fast food drive-through services across Canadian municipalities” ([Nykiforuk et al.](#); *BMC Public Health*; 18, 137), 27 Canadian municipalities had already implemented a full or partial ban on drive-throughs by 2016, including the neighbouring Interior communities of Kelowna and Nelson. This study found municipal councils banned drive-throughs for a number of reasons relating to health, economic development, climate action, and transportation that also align with City of Vernon’s plans and priorities:

<b>Health</b>	↑ dietary choices
	↑ active lifestyle
	↓ air pollution
<b>Economic Development</b>	↑ opportunities for local, small businesses
	↑ commercial land available for redevelopment
	↓ commercial land used for vehicle queueing
<b>Climate Action</b>	↓ vehicle idling
	↑ building energy efficiency (no window opening)
<b>Transportation</b>	↑ walkability and connectivity
	↓ traffic safety concerns with queuing
	↑ aesthetic appeal of the built environment

5. A review of similar neighbouring communities to Vernon indicates that additional municipalities have since updated their regulations to either fully ban drive-throughs or partially ban them along with stronger regulations for queuing (Attachment 1). For example, Kamloops has restricted drive-throughs to highway-oriented commercial areas and increased the number of inbound car queueing spaces for food services to 10 and for high-traffic coffee shops to 20 (Vernon’s Zoning Bylaw 5000 currently requires only three inbound spaces).
6. Zoning districts within the City that currently permit drive-through uses include (Attachment 2):

Zoning District	Drive-Through Services	Drive-Through Vehicle Services
C5: Community Commercial	✓	✗
C7: Heritage Business District	✓	✗
C8: Central Business District	✓	✗
C9: Regional Commercial	✓	✗
C10: Tourist Commercial	✓	✗
C10a: Tourist Commercial and Residential	✓	✗
C11: Service Commercial	✓	✓
CD1: Comprehensive Development (Anderson Way)	✓	✗
I1: Light Industrial	✗	✓

Administration recommends that Council consider prohibiting drive-through services in all zoning districts and drive-through vehicle services in all zoning districts (i.e. C11 Service Commercial), except I1 Light Industrial. Prior to considering this city-wide prohibition, Administration recommends the Council refer the report to the Transportation Advisory Committee, Climate Action Advisory Committee, Economic Development Advisory Committee, and Advisory Planning Committee for their review and comment.

7. Administration recommends that the specific use regulations for vehicle-oriented uses (e.g. number of queuing spaces required, circulation requirements, etc.) also be amended to align with best practices for any new drive-through vehicle service developments where they may still be permitted (i.e. in I1 Light Industrial zoning district).
8. Any lots that have existing drive-through services within the impacted zoning districts could continue to operate until redeveloped or lapse of the use for more than six months. The current drive-through services and drive-through vehicle services uses within the City include (Attachment 3 and 4):
  - 20 food and beverage services (i.e. fast food and coffee);
  - 6 financial services (i.e. drive-through ATM);
  - 8 car washes (i.e. coin-operated and automated);
  - 3 rapid vehicle services (i.e. oil change); and
  - 1 liquor primary service.
9. Moreover, Administration would complete processing of any drive-through service applications that are in the City’s application queue until the amendments are adopted.

**C. Attachments:**

- Attachment 1 – Comparison of Drive-Through Regulations with Neighbouring Communities
- Attachment 2 – Map of Zoning Districts that Permit Drive-Throughs
- Attachment 3 – Map of Existing Drive-Through Locations
- Attachment 4 – Comparison of Zoning Districts to Drive-Through Locations

**D. Council's Strategic Plan 2019 – 2022 Goals/Action Items:**

The subject Zoning Bylaw 5000 Amendments – Drive-Through Uses involves the following goals/action items in Council's Strategic Plan 2019 – 2022:

- Promote transit oriented mixed use development
- Work towards a sustainable Vernon – environmentally, economically and socially
- Encourage sustainable infrastructure, agriculture and landscaping

**E. Relevant Policy/Bylaws/Resolutions:**

1. At its Regular Meeting of May 9, 2011, Council passed the following resolution:

THAT Council direct staff to draft an OCP amendment bylaw to add the "*City Centre Neighbourhood Plan*" as a supplemental plan to "Official Community Plan Bylaw Number 5151, 2008" (OCP);

AND FURTHER, that Council support associated changes to the OCP that reflect the addition of the City Centre Neighbourhood Plan;

AND FURTHER, that Council support the replacement of the existing "*City of Vernon Façade Design and Colour Guidelines*" with the proposed City Centre Neighbourhood Plan Design Guidelines and policies;

AND FURTHER, that Council amend the OCP "Plan Vernon" Map 1 – Land Use Map to redesignate lands in and adjacent to the City Centre District to reflect the policies and direction provided in City Centre Neighbourhood Plan.

2. Official Community Plan guiding principles:

- Create a culture of sustainability;
- Create strong, compact and complete neighbourhoods;
- Provide alternative transportation; and
- Revitalize the Downtown.

3. Climate Action Plan Goals and Actions:

- Active transportation is the first choice to move around Vernon.
- Enable and support the enhancement of the transit network and alternative mobility options.
- Integrate climate change considerations into economic development planning and decisions.
- Identify means of improving local air quality (e.g. anti-idling bylaw, road dust mitigation).

4. Council's Strategic Plan 2019 – 2022 goals:

- Promote transit oriented mixed use development;
- Work towards a sustainable Vernon – environmentally, economically, and socially; and
- Encourage sustainable infrastructure, agriculture and landscaping.

**BUDGET/RESOURCE IMPLICATIONS:**

N/A

Prepared by:

x   
Danielle DeVries  
Transportation Planner

x   
Kim Flick  
Director, Community Infrastructure and Development

Approved for submission to Council:

  
Will Pearce, CAO

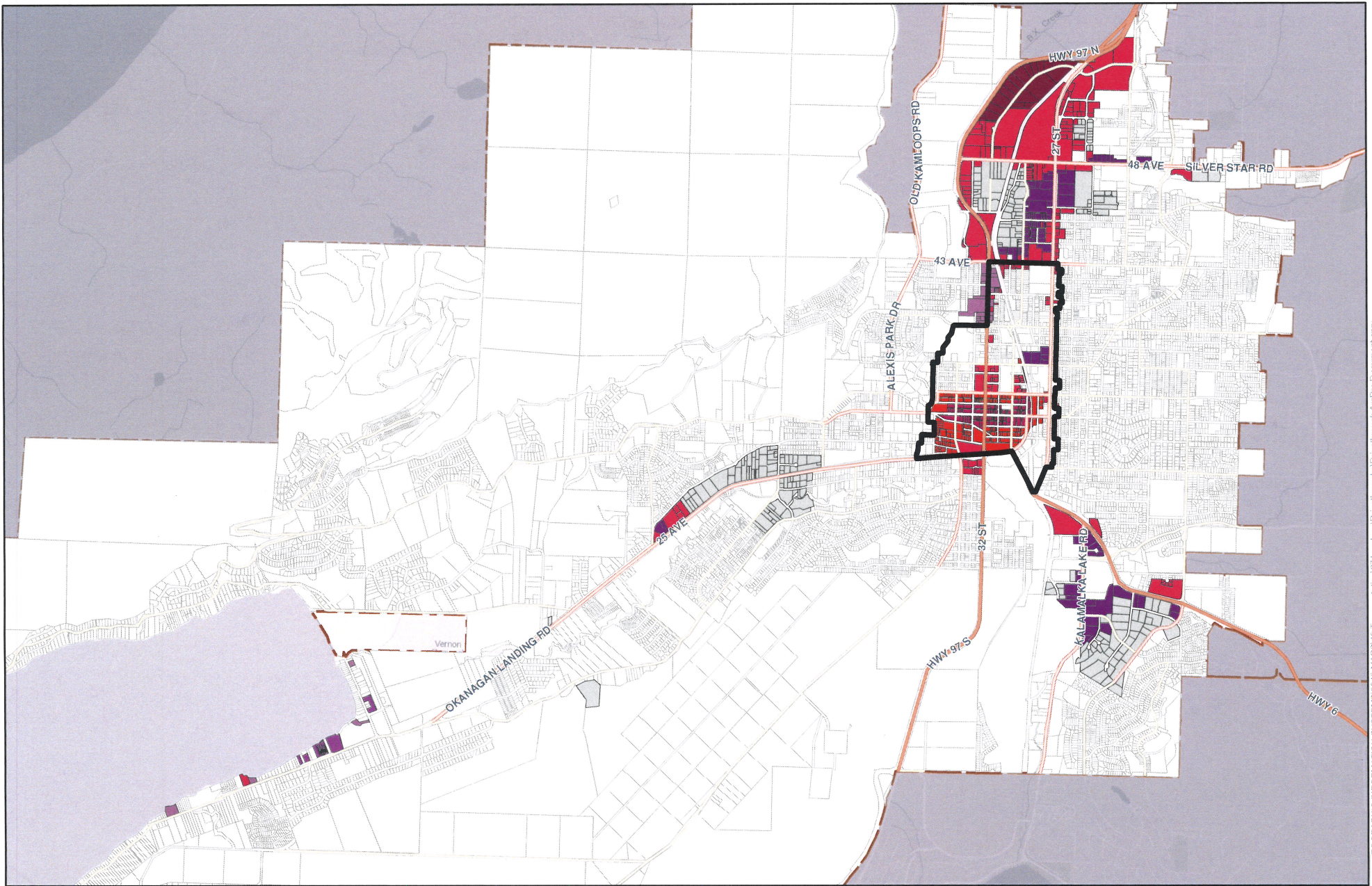
Date: 05 Dec 2021

**REVIEWED WITH**

- |   |   |  |
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| <input type="checkbox"/> Bylaw Compliance       | <input type="checkbox"/> Public Works/Airport | <input checked="" type="checkbox"/> Long Range Planning & Sustainability |
| <input type="checkbox"/> Real Estate            | <input type="checkbox"/> Facilities           | <input type="checkbox"/> Building & Licensing                            |
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| <input type="checkbox"/> Fire & Rescue Services | <input type="checkbox"/> Recreation Services  | <input type="checkbox"/> Infrastructure Management                       |
| <input type="checkbox"/> Human Resources        | <input type="checkbox"/> Parks                | <input checked="" type="checkbox"/> Transportation                       |
| <input type="checkbox"/> Financial Services     |   | <input checked="" type="checkbox"/> Economic Development & Tourism       |
| <input type="checkbox"/> COMMITTEE:             |   |  |
| <input type="checkbox"/> OTHER:                 |   |  |











## Attachment 1 - Comparison of Drive-Through Regulations with Neighbouring Communities

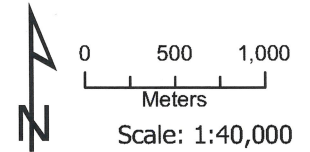
Municipality	Region	Population (2021 census)	Population Density (#/km <sup>2</sup> )	Reason for comparator	Drive-Through Uses	If permitted, which zones	Specific Regulations
Vernon	Okanagan	44,519	462	-	Regulated	many commercial, mixed-use	yes, queuing
Kamloops	Thompson	97,902	329	neighbour	Regulated	highway-oriented commercial only	yes, increased queuing
Lake Country	Okanagan	15,817	130	neighbour	Regulated	many commercial, mixed-use	yes, queuing
Kelowna	Okanagan	144,576	682	neighbour	Prohibited	Only with site-specific zoning	yes, increased queuing
West Kelowna	Okanagan	36,078	296	neighbour, similar population	Unregulated	all commercial	none
Summerland	Okanagan	12,042	163	neighbour	Unregulated	all commercial	none
Penticton	Okanagan	36,885	857	neighbour, similar population	Regulated	many commercial, mixed-use	yes, increased queuing
Nelson	Kootenay	11,106	931	neighbour	100% prohibited	none	none
Victoria	Island	91,867	4722	leader	100% prohibited	none	none
Ladysmith	Island	8,990	747	leader	100% prohibited	none	none
Central Saanich	Island	17,385	422	leader, similar density	100% prohibited	none	none
Mission	Fraser Valley	41,519	183	leader, similar population	Regulated	highway-oriented commercial only	yes, increased queuing

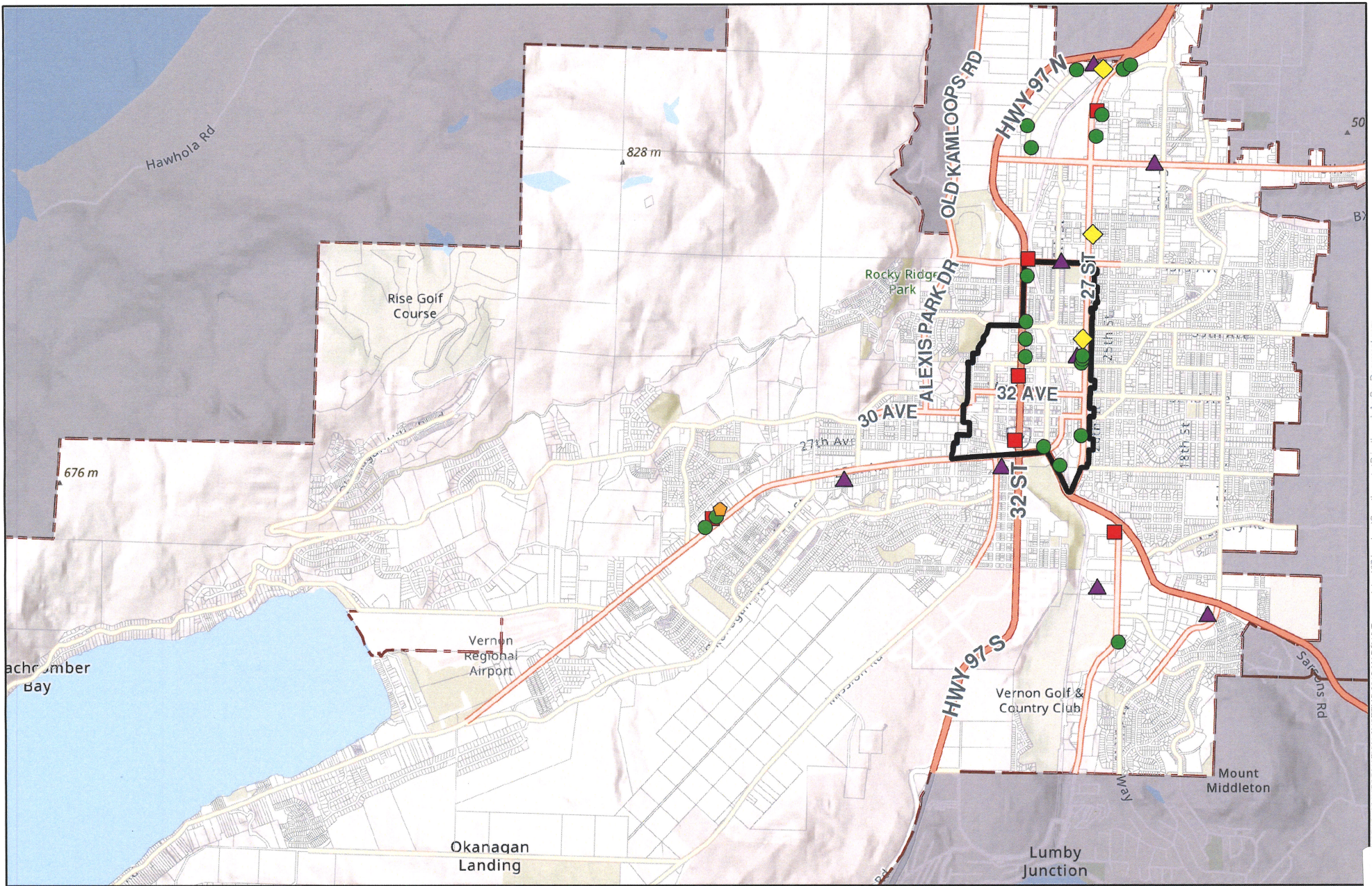


### Attachment 2 – Map of Zoning Districts that Permit Drive-Throughs

**Legend**

 C5 COMMUNITY COMMERCIAL	 C9 REGIONAL COMMERCIAL	 C11 SERVICE COMMERCIAL
 C7 HERITAGE BUSINESS DISTRICT	 C10 TOURIST COMMERCIAL	 CD1 COMPREHENSIVE DEVELOPMENT AREA 1
 C8 CENTRAL BUSINESS DISTRICT	 C10A TOURIST COMMERCIAL & RESIDENTIAL	 I1 LIGHT INDUSTRIAL
		 CITY CENTRE DISTRICT

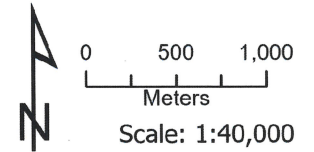


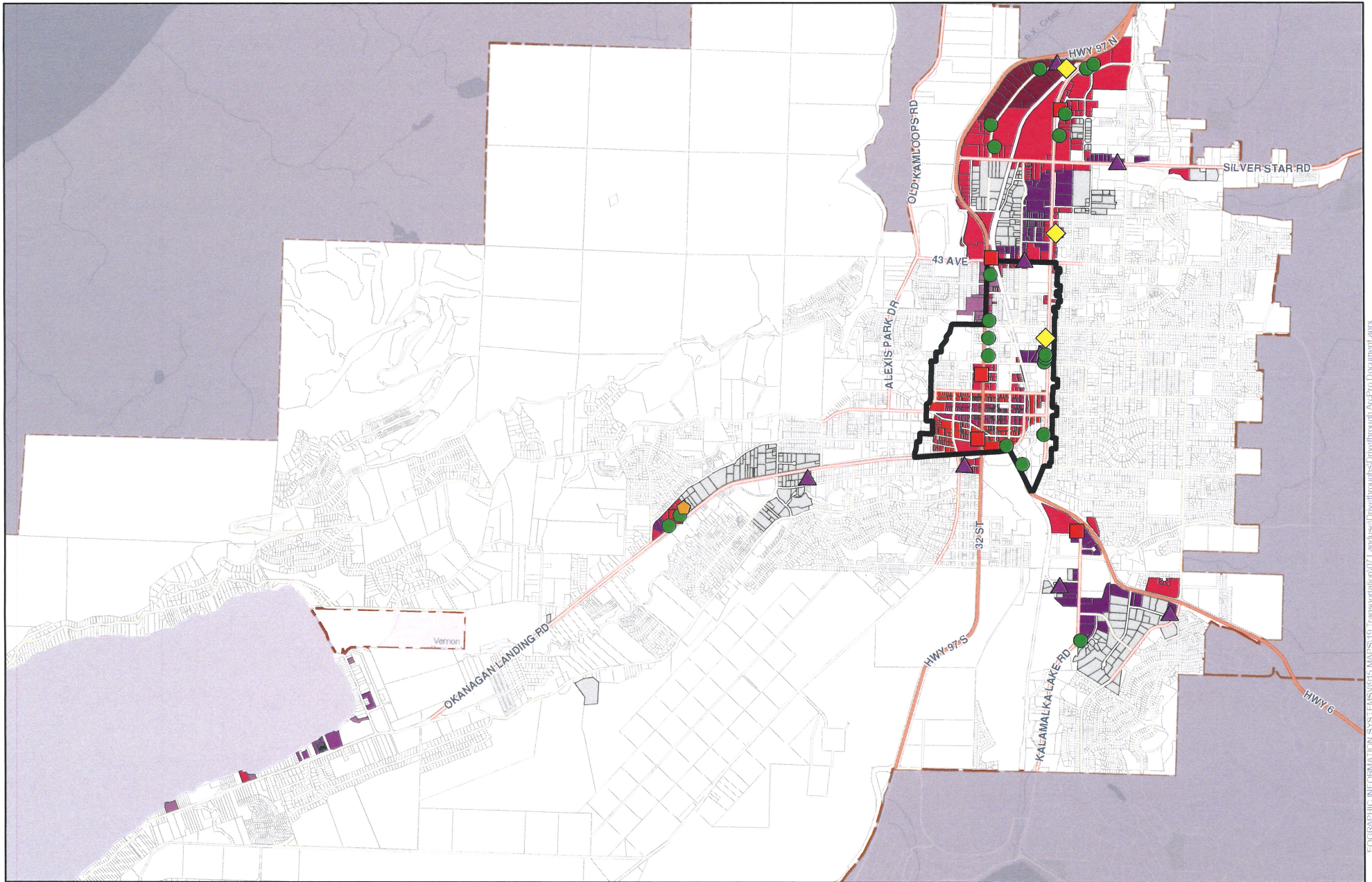


**Attachment 3 – Map of Existing Drive-Through Locations**

**Legend**

- ▲ Car Wash
- Food/Beverage
- ◆ Rapid Vehicle Services
- Financial Service
- ⬠ Liquor Primary Service
- CITY CENTRE DISTRICT





GEOGRAPHIC INFORMATION SYSTEMS\GIS\MAPS\T9 Transportation\07 Landuse\DriveThrough\ArcPro Document.aprx

### Attachment 4 - Comparison of Zoning Districts to Drive-Through Locations

**Legend**

- |                        |                        |      |                      |
|------------------------|------------------------|------|----------------------|
| Car Wash               | Rapid Vehicle Services | C9   | CD1                  |
| Financial Service      | C5                     | C10  | I1                   |
| Food/Beverage          | C7                     | C10A | CITY CENTRE DISTRICT |
| Liquor Primary Service | C8                     | C11  |                      |

