



**DOWNTOWN
KELOWNA**



kelowna.ca/mydowntown



It's happening!
DOWNTOWN

kelowna.ca/mydowntown





It's happening! Downtown

With waterfront parks, extensive shops, an exciting cultural district and incentives for new development, the time is right for your investment.

With more than 185,000 sq. metres of commercial space, we've got a prime spot for your business. Your staff will love the Okanagan lifestyle with beaches, boat launches and cycling paths just steps away (not to mention nearby ski hills, golf courses and wineries.)

Waterfront amenities combine with historic charm to attract people to dine out, attend cultural events and shop in the heart of Kelowna — the largest centre in the B.C. Interior. The 2012 Downtown Plan sets a 10-year strategy for this 123-hectare area bordering the shores of Okanagan Lake.



Development applications
kelowna.ca/landuse



Business improvement area
downtownkelowna.com



investkelowna.com

Kelowna Facts

- ▶ 2011 population - 117,312
- ▶ Trading area - 350,000
- ▶ Kelowna International Airport - 1.4 million passengers
- ▶ University of British Columbia - 7,500 students
- ▶ Okanagan College - 4,300 students
- ▶ 2,000 hours of sunshine
- ▶ 400 km from Vancouver



Waterfront Wow

Bordering the shores of Okanagan Lake, Downtown Kelowna is the primary destination for two million tourists each year.

A favourite spot for a lunch-time or evening stroll, a ring of waterfront parks and promenades captures the Okanagan allure. Swimming beaches, courts, sport fields and an outdoor ice rink host local, national and international festivals and competitions.

Unable to resist the temptation, many take to the water. A commercial pier hosts touring boats while the public pier/marina offers boat rentals, public moorage and refueling (and a view you can't resist). A fixture on the Kelowna waterfront since 1945, the Kelowna Yacht Club is constructing a new 2,200-sq.-metre clubhouse, including rentable multi-purpose and banquet rooms. In 2011, the Club expanded its downtown marina, adding 300 slips to bring its moorage to 1,000.

Parks & Public Spaces

- ▶ Art Walk
- ▶ City Park
- ▶ Kasugai Gardens
- ▶ Kerry Park
- ▶ Stuart Park
- ▶ Waterfront Park



Fun Festive

Home to art galleries and concert halls, waterfront parks and Japanese gardens, the downtown is a vibrant and beautiful gathering place.

Each year, the City contributes \$4.5 million to museums, cultural groups, park services, maintenance and security. From May to October, festivals and competitions attract thousands to the downtown.

The 6,000-seat Prospera Place arena is home ice to the Kelowna Rockets, a franchise in the Western Hockey League whose fans each season pour \$15 million into local stores, restaurants and hotels. Downtown is also home to Lake City Casino which recently completed a \$13-million, 930 sq.-metre expansion.

Venues

	Capacity
Kelowna Art Gallery	150 seats
Kelowna Actors Studio	230 seats
Laurel Packinghouse	278 seats
Rotary Centre of the Arts Mary Irwin Theatre	320 seats
Paramount Movie Theatre	427 170 130 seats
Kelowna Community Theatre	850 seats
Waterfront Park - Island Stage	5,000 outdoor
Prospera Place arena	6,000 seats



Revitalize Entice

From encouraging public art to preserving views, development policies and are in place to give Downtown Kelowna a unique sense of place.

Downtown projects benefit from 29 per cent lower development cost charges and priority processing of rezoning applications that are consistent with adopted plans. Properties may qualify for exemptions from up to 100 per cent of incremental property taxes and the City offers \$200,000 in annual grants to encourage construction of affordable rental housing. Regardless of size, only one parking stall is required per dwelling unit.

Buildings step back from the lake, rising from six storeys up to 26 storeys.

Incentives

- ▶ Low development cost charges
- ▶ Revitalization Tax Exemption Program
- ▶ Rental housing grants
- ▶ Low parking requirements
- ▶ Cash in lieu of parking provisions
- ▶ Heritage Tax Incentive Program
- ▶ Heritage conservation grants

Development Cost Charges

2012 rates

	City Centre	South Mission	Average
Commercial	\$25/m ²	\$71	\$35
Apartments greater than four storeys	\$4,744/unit	\$13,570	\$6,690
Apartments up to four storeys	\$5,045/unit	\$14,432	\$7,118



Infrastructure Investment

From landmark public facilities to transportation corridors, civic investments totalled \$100 million over the last decade.

Both private and public investment are making a mark on Downtown Kelowna. From the marquee Prospera Place built in 1999 to the brand new public pier and marina, the City of Kelowna supports economic partnerships.

Beginning in 2007, Skye Tower, The Madison, Martin Lofts and Waterscapes residential developments were added to the downtown skyline. Waterfront parks have seen recent updates including the addition of an outdoor skating rink and extensive pedestrian and cycling connections. Queensway transit exchange remains the hub of public transit. An extensive bike network extends from the downtown, making the area a quick 15-minute trip for the neighbouring 50,000 residents.

Civic Expansion Plans

- ▶ \$3.2 million public pier and marina
- ▶ \$2.2 million Stuart Park Phase 2 and promenade
- ▶ \$2 million Kerry Park upgrade
- ▶ \$2 million Queensway transit exchange

Downtown Public Investments

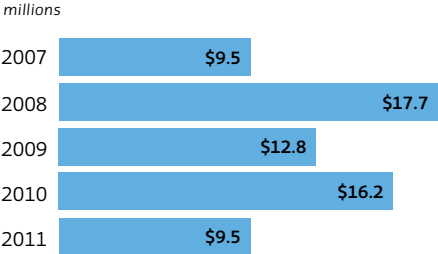


Photo: Kyle Zsombor



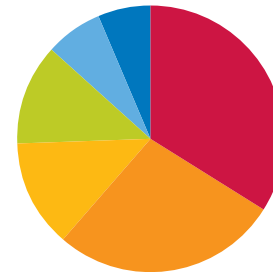
Professional Unique

From funky independent stores to retail chains, lawyers to tattoo artists, Downtown Kelowna Association supports 1,100 business owners.

Along with a diverse dining and retail sector, Downtown Kelowna is home to financial institutions and services, legal and consulting firms, developers and architects and government offices. Professionals dominate the employment profile (and the restaurant queues). City policies support the downtown as the preferred location for provincial and federal government offices.

With street festivals, Small Shop Saturdays and marketing support, the Downtown Kelowna Association keeps the downtown clean, safe and fun.

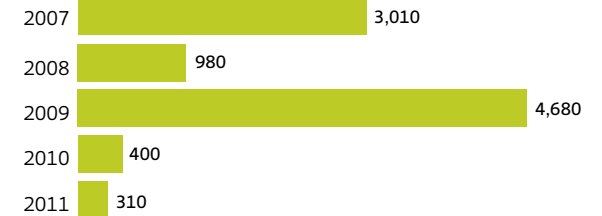
Downtown Professionals



- Restaurants
- Professional & financial services
- Spa, beauty & fitness facilities
- Apparel & accessories
- Society organizations
- Art galleries & shops

Commercial Development

metres squared



Main Street Makeover

A \$14-million investment is underway to transform Bernard Avenue and create a gateway to the downtown core.

Every City has its main street and Kelowna has Bernard Avenue. Lined with heritage brick buildings and outdoor cafes, the revitalization project underway will expand sidewalks, enhance the pedestrian experience and offer more room for outdoor retail.

More than 140 stores have walk-up access, with 51,300 sq. metres of at-grade retail offering an array of restaurants, cafes, fast food, entertainment and both personal and professional services.

Features

- ▶ Bike racks and shelters
- ▶ Decorative lighting
- ▶ Intersection plazas and public art
- ▶ Expanded outdoor retail and cafes
- ▶ Richter Street gateway
- ▶ Streetscaping
- ▶ Upgraded utilities

