Memorandum to Council

To:	**Mayor and Council**	File No: 6480-02 / 8300-07
Date:	August 11, 2025	
From:	Anne Huisken, Acting Manager, Transportation	
	Matt Faucher, Senior Planner, Current Planning	
Subject:	Official Community Plan & Transportation Plan Joint Review – Phase 3 Engagement Update	

Purpose:

To provide Council with the results of Phase 3 engagement as part of public consultation for the Official Community Plan and Transportation Plan update.

Recommendation:

THAT Council receive the memorandum titled Official Community Plan & Transportation Plan Joint Review – Phase 3 Engagement Update, dated August 11, 2025.

Background:

On June 30, 2025, the Phase 3a of Engagement for the Official Community Plan (OCP) and Transportation Plan (TP) closed. During this time, 528 people participated in the community survey, a combined 107 people attended the open houses on June 5 and 7, 2025, and 168 people connected at other in-person activations.

The results from both engagement activities will be presented on behalf of the consultant, Engage Delaney, at the August 11, 2025, Committee of the Whole Meeting (Attachment 1). The results will also be released back to the public in a “What We Learned” report. The results, along with findings from technical studies, will help refine the policies in the draft OCP and TP.

Communication:

Phase 3 – “What We Learned” Report will be posted on the engage Vernon website.

Attachments:

Attachment 1 – Phase 3 - What We Learned Report

Reviewed by: Roy Nuriel, General Manager, City Planning
Reviewed by: Kevin Poole, Director, Corporate Administration
Approved by: Peter Weeber, Chief Administrative Officer



City of Vernon
Official Community Plan and Transportation Plan Update

Phase 3 - What We Learned Report
July 2025

Submitted to:

City of Vernon

engage delaney

ENGAGEMENT, FACILITATION, COMMUNICATIONS & CHANGE

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Executive Summary

Background

The City of Vernon, projected to grow to 65,000 residents by 2045, is updating its Official Community Plan (OCP) and Transportation Plan (TP) concurrently in 2025 to address the community's evolving needs. The OCP guides long-term development, focusing on housing, transportation, climate stewardship, economic growth, and recreation, while the TP enhances safer, more accessible transportation options, including public transit, walking, biking, and parking. By aligning these plans, the City aims to create cohesive, cost-effective, and efficient strategies that support a thriving, climate-resilient community.

The project has the following phases:

Phase 1: Needs Assessment | Spring and Summer 2024

Phase 1 of the engagement process is complete and a summary of the feedback received is available here.

Phase 2: Growth Options | Fall and Winter 2024

Phase 2 of the engagement process is complete and a summary of the feedback received is available here.

Phase 3a: Draft Future Land Use and Transportation Major Projects | Spring 2025 (closed June 30)

Phase 3a of the engagement process is now complete, and this report summarizes the feedback and insights gathered during this phase.

Phase 3b: Public Review of the Draft OCP and Transportation Plan | Summer 2025

Phase 4: Referral Process | Summer 2025

Phase 5: Council Review and Public Hearing | Fall 2025



In Phase 3a, the coordinated review of both the OCP and TP was supported by community engagement, informed by the International Association for Public Participation (IAP2) planning methodology and core values.

The communication and engagement process for this phase took place in Spring 2025. Interested and affected parties were invited to participate by:

- Completing an open online survey
- Visiting an open house or other in-person activation
- Contacting a City of Vernon liaison
- Providing a written submission

For this project phase, the engagement goal, which is the overarching purpose for the engagement and identifies the intention of the City in its engagement efforts with the community and interested parties, was to encourage full and meaningful participation of the community in the process of providing feedback on draft visions for Urban Centres and Village Centres and on Major Transportation Projects. The City is committed to consider community feedback as it continues to develop and finalize the OCP and Transportation Plan to ensure the plans are informed and enriched by the results of the community engagement process

The City of Vernon shared detailed information about the project on the Engage Vernon website.

More than 500 community members participated in the engagement process, including 528 survey respondents, 107 open house attendees and 168 visitors at other in-person activations. Following the engagement process for Phase 3a, the feedback was analyzed for key themes and takeaways to continue refining the OCP and Transportation Plan.

Key Findings

Through the community engagement process, much was learned about the community's needs, interests, values and priorities. Key findings are listed below.

Urban and Village Centres

The majority of survey respondents supported the draft visions for the Urban and Village Centres, as summarized in the table below:

Centre Name	Support	Opposition
Downtown Urban Centre	76%	10%
Village Green Urban Centre	74%	10%
Jubilee Hill Village Centre	75%	10%
Alexis Park Village Centre	73%	11%
Okanagan Landing Village Centre	72%	19%

The following summarizes qualitative feedback thematically across the five draft visions.

Please note that the themes reflect a summary of responses and that in certain cases, recommended actions based on what was learned from respondents fall outside the City's jurisdiction, in particular comments related to highway infrastructure and intersections.

Reasons for Support

Across all five centres, respondents expressed strong interest in revitalization, improved livability, and housing diversity, though motivations varied by Centre. Key themes include:

- Support for Increased Density and Housing Variety
  Respondents widely endorsed adding multi-family housing, with interest in mid-rise or moderate high-rise apartments and mixed-use developments. Many viewed these plans as a solution to the city's housing shortage and an opportunity to provide family-friendly, affordable units. Locations near existing services and transit, such as Downtown, Village Green, and Jubilee Hill, were considered especially suitable.
- Vision of Complete, Walkable Communities
  Respondents valued the creation of vibrant, mixed-use areas where daily needs can be met without reliance on cars. Walkability, bike infrastructure, and transit connectivity were key drivers of support across centres. Active transportation improvements were particularly highlighted for Alexis Park, Downtown, and Okanagan Landing.
- Economic and Social Vitality
  Many respondents saw these plans as tools to boost Vernon's economy and social vibrancy. Downtown revitalization was viewed as essential for business survival and tourism, while Okanagan Landing was framed by many respondents as a long-overdue chance to unlock waterfront potential. Similarly, the Village Green Urban Centre vision was viewed as a plan that would facilitate an opportunity to transform underused mall space into a modern hub.
- Efficient, Sustainable Growth
  Concentrating density in identified centres was seen as an opportunity to limit urban sprawl and protect agricultural or rural lands. Respondents supported the alignment of these plans with broader climate and sustainability goals.
- Strategic Location Benefits
  The draft visions for certain centres earned strong support due to their unique contexts, for example:
    - Jubilee Hill: Proximity to the hospital and potential to house healthcare workers.
    - Okanagan Landing: Public access to the waterfront and tourism potential.
    - Alexis Park: Central location near recreation facilities and schools.

Concerns

While support was strong for the draft visions, recurring concerns emerged across all draft visions for all centres, with traffic and infrastructure limitations dominating the feedback. Other issues shared by respondents include:

- Traffic Congestion and Inadequate Infrastructure
  Almost all draft visions drew concerns about road capacity, parking shortages, and strain on water, sewer, and utilities. Highway 97 was repeatedly identified as a structural barrier to the success of Downtown and Jubilee Hill, while Okanagan Landing and Village Green faced scrutiny over road safety and congestion near key routes.
- Opposition to High-Rise Development
  Resistance to towers and large-scale density was common. These respondents feared losing Vernon's small-town character and preferred mid-rise buildings or gradual, context-sensitive growth.
- Safety, Social Challenges, and People Experiencing Homelessness
  People experiencing homelessness, open drug use, and perceived disorder were cited as

barriers to revitalization—especially for Downtown, Jubilee Hill, and Alexis Park. Many respondents stressed that social issues must be addressed in tandem with physical redevelopment.

- Adequate Public Green Space and Environmental Impacts
  Lack of parks and public gathering spaces was a widespread concern. At Okanagan Landing, opposition centred on wetland destruction and climate risks such as flooding. Respondents called for stronger environmental safeguards city-wide.
- Doubts About Feasibility and Priorities
  Respondents questioned whether Vernon could support multiple urban centres, particularly when Downtown revitalization is incomplete. Skepticism about political will, funding, and implementation clarity appeared frequently, alongside fears of gentrification and displacement.
- Community Character and Fit
  Several respondents worried that some centres (e.g., Alexis Park, Village Green) lack the organic identity needed for a true "village" model. Others opposed mixing tourism-driven uses with local needs at Okanagan Landing.

Recommendations for Improvements from Survey Respondents

Respondents offered practical, recurring suggestions to strengthen the visions. The most consistent recommendations include:

- Align Density with Design Quality and Community Character
  - Limit building heights to mid-rise in most areas; avoid "wall-like" or generic high-rises.
  - Protect view corridors and incorporate varied, human-scale architecture.
- Expand and Protect Green Space and Natural Areas
  - Add pocket parks, shaded seating, and plazas in all centres.
  - In Okanagan Landing, prohibit development in wetlands, restore natural areas, and prioritize public lake access.
- Improve Transportation and Parking Infrastructure
  - Invest in road upgrades, traffic calming, and parking solutions before or alongside growth.
  - Strengthen active transportation networks and improve transit frequency including east–west connectivity.
  - For Downtown and Jubilee Hill, address Highway 97 barriers through pedestrian crossings or a highway bypass.
- Integrate Social and Safety Strategies
  - Pair revitalization with homelessness prevention, addiction supports, and crime reduction measures.
  - Include lighting, safe crossings, and public space security in urban design.
- Ensure Housing Affordability and Diversity
  - Prioritize affordable, family-friendly, and senior-oriented units.
  - Include non-market or workforce housing to avoid displacement and maintain community equity.
- Redevelop Key Opportunity Sites Thoughtfully
  - Reimagine Village Green Mall with mixed-use, people-centred design.
  - Leverage Okanagan Landing's waterfront for inclusive public access rather than private ownership and development.

- Clarify Implementation and Engage Continuously
    - Provide clear, visual communication of zoning changes and growth impacts.
    - Maintain transparency about timelines, costs, and decision-making processes to rebuild trust.

Major Transportation Projects

The following table summarizes respondents' feedback on the draft major transportation projects. The survey asked respondents to identify their top five priorities from a list of 27 priority projects:

Draft major Project Name	Chosen in Top 5 (Top half)
Kalamalka Lake Rd to Pottery Rd Multi-use Path	39%
Key Intersection upgrades - City Core and West Vernon	28%
Alexis Park Corridor Upgrade	28%
Bella Vista Multi-use Path	27%
Downtown Vernon Transit Exchange Upgrades and Pedestrian Plaza	25%
Pleasant Valley Rd Multi-use path	24%
43rd Ave Multi-use Pathway	24%
Future Rail Corridor	24%
Pottery Road Multi-Use Path	23%
27th Street Corridor upgrade	20%
Anderson Way Corridor Upgrade	19%
Okanagan Ave Corridor upgrade	16%
Key Intersection upgrades - South Alexis Park Drive / East Bella Vista Road Area	16%
Key Intersection upgrades - Middleton Mountain	14%

Draft major Project Name	Chosen in Top 5 (Bottom half)
Polson Park Funicular	12%
20th Street Corridor upgrade	9%
Apollo Rd Extension	8%
48th Ave Corridor Upgrade	7%
24th Ave Active Transportation Improvements	6%
24th Street Corridor Upgrade	6%
34th Street Corridor Upgrade	6%
48th Ave Road Extension	6%
15th Street Active Transportation Improvements	5%
34th Street Extension	4%
33rd Street Village Main Street	4%
42nd Ave Village Center Corridor upgrade	4%
25th St to 24th St Road Extension	2%

The following summary synthesizes qualitative feedback received across all 27 draft transportation projects, highlighting common themes of support and concern as well as suggestions for improvement.

Reasons for Support

Feedback revealed broad support for projects that enhance safety, connectivity, and multi-modal transportation options, with strong enthusiasm for improvements that address long-standing infrastructure gaps:

- Strong Support for Safety and Active Transportation Improvements
  Respondents widely supported projects that enhance safety for pedestrians and cyclists. Multi-use paths, protected bike lanes, and safer crossings were seen as critical upgrades,

particularly along corridors such as Bella Vista, Pottery Road, Kal Lake Road, and 43rd Avenue. These improvements were viewed as essential to reducing conflicts with vehicles and creating inclusive infrastructure for all ages and abilities, with school-aged children often mentioned specifically.

- Closing Gaps in Connectivity
  There was strong support for projects that fill missing links in the active transportation network. East–west connections and routes linking residential areas to schools, parks, and the Active Living Centre were prioritized. The proposed Future Active Transportation/Transit Corridor leveraging the former rail corridor received especially strong support as a visionary, regional mobility project.
- Desire for Modern, Multi-Modal Corridors
  Many respondents appreciated projects that integrate walking, cycling, and vehicle use into complete streets. Corridors such as Alexis Park Drive, 20th Street, and 24th Avenue were highlighted as opportunities to create more balanced, people-focused environments.
- Support for Strategic and Long-Term Investments
  While most feedback focused on safety and connectivity, some respondents expressed enthusiasm for bold ideas such as the Polson Park Funicular and the regional active transportation/transit corridor. These were seen as forward-looking proposals to enhance accessibility and mobility in the long term.

Concerns

While mostly supportive of the overall direction, many respondents raised recurring concerns about project priorities, impacts on vehicle mobility, and the need for context-sensitive, inclusive, and environmentally responsible design:

- Perceived Overemphasis on Active Transportation
  A significant number of respondents felt the plan prioritizes cycling and walking infrastructure at the expense of vehicles. They argued that car dependency will remain high due to Vernon's geography, aging population, and winter conditions. Some pointed to underused bike lanes as evidence that active transportation investments should be balanced with the needs of car users.
- Traffic Congestion and Intersection Safety
  Concerns about congestion and dangerous intersections were common. High-risk locations such as 32nd Avenue and Alexis Park Drive, Highway 6 at Middleton Way and Sarsons Road, and Okanagan Avenue at 34th Street were identified as priorities for improvement. Roundabouts emerged as a point of debate, with some respondents questioning their suitability in every context.
- Infrastructure Not Keeping Pace with Growth
  Respondents expressed frustration that development often proceeds before infrastructure upgrades, leaving gaps in road capacity, parking, and emergency access. Some projects were seen as reactive fixes rather than proactive planning.
- Equity and Accessibility Challenges
  While active transportation goals were generally supported, concerns were raised about the needs of seniors, people with disabilities, and those in rural areas who remain car dependent. Respondents called for a more inclusive approach that balances multiple transportation modes.
- Cost and Priority Alignment
  Some respondents questioned whether projects like the Polson Park Funicular or certain

road extensions represent the best use of resources, given competing needs for basic safety improvements.

- Environmental and Land Use Impacts
  Projects such as the Apollo Road Extension drew strong opposition due to potential impacts on Agricultural Land Reserve areas and sensitive ecosystems. These respondents emphasized that transportation upgrades must align with climate and sustainability goals.
- Lack of Clarity in Public Information
  Several respondents found project maps and terminology confusing.

3. Recommendations to Improve Transportation Projects from Respondents

Respondents offered constructive suggestions aimed at balancing transportation modes, strengthening safety, expanding transit, and improving transparency and long-term planning:

- Balance Active Transportation with Vehicle Mobility
  Respondents urged the City to maintain sufficient parking and vehicle flow on major routes while adding active transportation infrastructure. Accessibility for residents with mobility challenges was a key concern.
- Prioritize Safety in Design
  Suggestions included:
  - Fully separated multi-use paths instead of painted bike lanes.
  - Traffic calming measures such as speed bumps, raised crosswalks, and enhanced signage, especially near schools.
  - Improved lighting and sightlines at intersections.
- Expand and Improve Public Transit
  Residents called for more frequent, reliable service, extended coverage to underserved areas (e.g., Foothills, Predator Ridge, East Hill), and regional connections to Kelowna, UBCO, and the airport. Smaller community shuttles were suggested as a flexible option.
- Integrate Long-Term Planning with Growth
  Respondents emphasized aligning infrastructure investments with new development, requiring developer contributions, and prioritizing multi-modal corridors that accommodate future population growth.
- Protect Environmental and Agricultural Lands
  Feedback stressed the need to avoid road projects that compromise wetlands, riparian, or ALR areas. Incorporating green buffers, stormwater management, and ecological restoration into designs was encouraged.
- Enhance Public Communication and Engagement
  Respondents recommended clearer visuals, interactive maps, and explanatory videos to improve understanding. Greater transparency on timelines, costs, and trade-offs was seen as essential for building trust.

Project Context Statement

The City of Vernon is a growing to be climate-resilient community with support and systems in place that enable residents to thrive, businesses to prosper, and encourages community participation. The City of Vernon is projected to welcome 20,000 new residents by 2045, bringing the total population to 65,000 residents.

The City started reviewing both its Official Community Plan (OCP) and Transportation Plan (TP) in early 2024, which will be concurrently updated in 2025. An OCP is a comprehensive framework that includes high level, overarching policies for the City, designates future land uses and guides the long-term development of a community. The Vernon OCP plans to do so by addressing key areas such as Housing and Neighbourhood Development, Transportation and Infrastructure, Climate and Environmental Stewardship, Economic Development, and Recreation, Parks, and Trails.

The TP guides the development and growth of the community's transportation system in alignment with the OCP. The City of Vernon's TP aims to enable safer and easier transportation choices for everyone, covering areas such as public transit, roads, scooters and mobility devices, walking and biking trails, and parking.

These new plans will be created to reflect both the current and future needs of the community. By moving the plans forward together, the documents will be more complementary (i.e. eliminate conflicting or redundant text), more streamlined (i.e. options analysis considers land use and transportation changes together, reducing iterations), less costly, and more efficient (i.e. steps like population projections, public engagement, and documentation design are completed at the same time).

Communication and Engagement Synopsis

Communications Goals and Objectives

Engage Delaney continues to apply the International Association for Public Participation (IAP2) approach and spectrum to this engagement program. Building on the insights gained from Phase 1 and 2, the communication goal for Phase 3 was to share information about the engagement process and background information about draft visions for Urban Centres and Village Centres and Major Transportation Projects.

Engagement Goals and Objectives

Where communications focus on sharing information and building common understanding, meaningful engagement is about sharing influence in decision making. The engagement goal is the overarching purpose for the engagement and identifies the intention of the City in its engagement efforts with the community and interested parties.

For this project phase, the engagement goal for the City of Vernon is to encourage full and meaningful participation of the community in the process by providing feedback on draft visions for Urban Centres and Village Centres and on Major Transportation Projects. The City is committed to consider community feedback as it continues to develop and finalize the OCP and TP to ensure the plans are informed and enriched by the results of the community engagement process

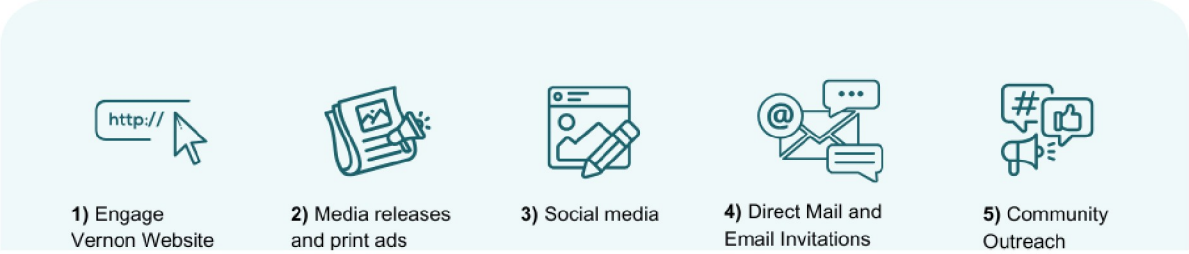
Engage Delaney applies the International Association for Public Participation (IAP2) planning protocol and spectrum to its engagement plans. Phase 2 of active engagement was primarily at the CONSULT level of the IAP2 spectrum in that the City was seeking feedback on specific options within the growth model. See Appendix B for the IAP2 Spectrum of Engagement.

The overall engagement program also focused on eight objectives, emphasizing equity and inclusion. These objectives, distilled from community conversations about how they wanted to be engaged in the OCP and TP process, were:

1. Ensure all community members have the opportunity to participate
2. Build community trust, understanding and participation over time
3. Help community members understand the impact or result of their participation
4. Provide community members with clear and accessible information
5. Accommodate diverse engagement preferences
6. Make participation fun
7. Make participation safe for staff and community members
8. Be transparent in how community feedback is being gathered and used

Communications Approaches

To effectively engage the community and ensure broad participation in the engagement process, the City of Vernon implemented a comprehensive communications plan, which utilized various channels and methods.



Project Webpage - The Engage Vernon project portal provided updates and promoted the survey and open houses. An e-newsletter was sent to those who subscribed to receive engagement updates from the City.

Media Releases and Print Ads - A media release promoted the survey and open houses, while media availability on Castanet and Vernon Matters expanded public awareness through local news coverage. Two newspaper ads were also placed.

Social media - Frequent posts on City social media channels promoted the survey and open houses, reaching a broad audience and maintaining consistent visibility. Additionally, paid ads promoting the Open Houses and the survey were placed on Castanet and Vernon Matters.

Community Outreach – City staff hosted a pop up booth at four community events to meet people in attendance and promote the engagement. These events included the CARE Expo, Creative Chaos (on two dates) and the Polson Night market.

Direct Mail and Email Invitations - Postcards were mailed to all homes and businesses in Vernon, outlining how residents could share their input and get involved. Emails were also sent to specific community groups and stakeholders, encouraging diverse perspectives in the engagement, and asking them to promote the engagement among their members and communities. This included:

- Phase 1 workshop respondents;
- Schools within the City of Vernon, encouraging them to involve students and to forward the survey link to parents;
- Local places of worship, encouraging them to promote the survey to their congregations.
- The Social Planning Council promoted the engagement in their newsletter sent to their database of 300 non-profit members; and
- The Downtown Vernon Association and the Greater Vernon Chamber of Commerce both sent an email to their members.

Engagement Approaches

The following engagement approaches were used:

Project Liaison (Ongoing throughout all phases) – A designated City of Vernon staff member was available to provide information and answer questions from the community throughout the active engagement period and support engagement through the City's project page. The liaison supported engagement through the City's project page, responded to ad hoc requests for information, and engaged with community members as needed.

Community Survey – An online survey was developed in collaboration with the project team and hosted on the Engage Vernon project page. The survey link was shared with residents, businesses, community partners, and other interested parties. Available both online and in paper format, the survey allowed self-selected respondents to provide feedback on specific elements of the preferred growth options and criteria for prioritizing new transportation projects.

Open Houses – Open Houses were held on June 5 from 2 p.m. – 6 p.m. and June 7 from 9 a.m. – 12 p.m. They offered attendees the opportunity to learn about the OCP and Transportation Plans, including draft maps, visions and core concepts, as well as findings from Phases 1 and 2. Staff were available to answer questions and to encourage visitors to participate in the online survey.

Other In-person Engagement Opportunities – City staff were present at the Care Expo (May 29), Creative Chaos (June 6 and 8) and at the Polson Night Market (June 27). Community members were provided with information about the Phase 3a engagement, were able to chat with and ask questions of staff and were encouraged to complete the online survey or provided with a paper copy.

Internal Collaboration – Collaboration with other divisions within the City of Vernon was integral to the process. Background studies and inputs were coordinated during all phases, with formal referrals planned following Phase 3a to ensure comprehensive integration of organizational insights and impacts.

Engagement by the Numbers

Engagement Method	Number of Respondents/Contacts
Online Engagement - Survey Respondents	528
Open Houses	107
Creative Chaos	144
Care Expo	13
Polson Night Market	11

What We Learned

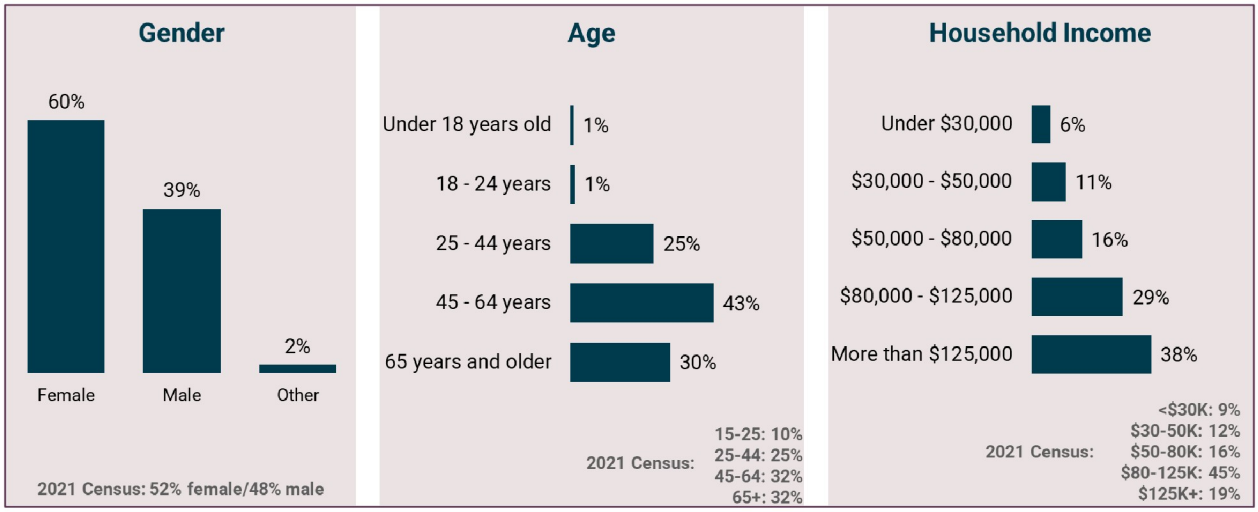
The following section of the report provides a detailed summary of the key insights and themes that emerged through the various engagement activities conducted during Phase 3a. Drawing from the community survey these findings offer a comprehensive understanding of the priorities, values, and concerns expressed by residents, as well as interested and affected parties related to growth scenarios and transportation projects. With more than 500 respondents actively engaged and hundreds more who visited the various in-person events, the feedback reflects a broad cross-section of perspectives, shaping Vernon's Official Community Plan and Transportation Plan.

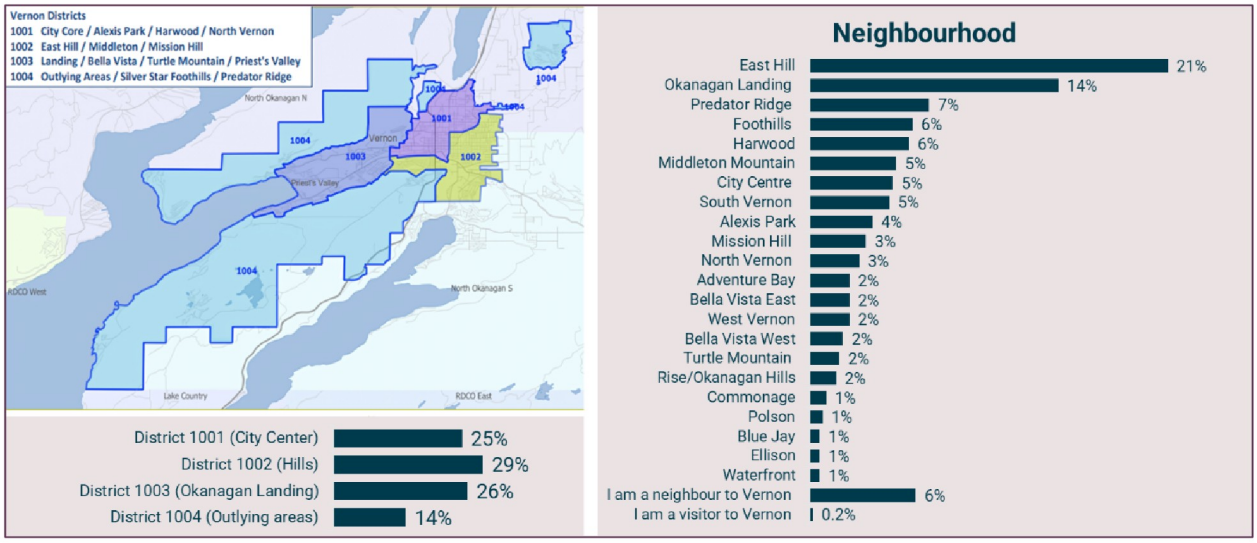
Who Participated

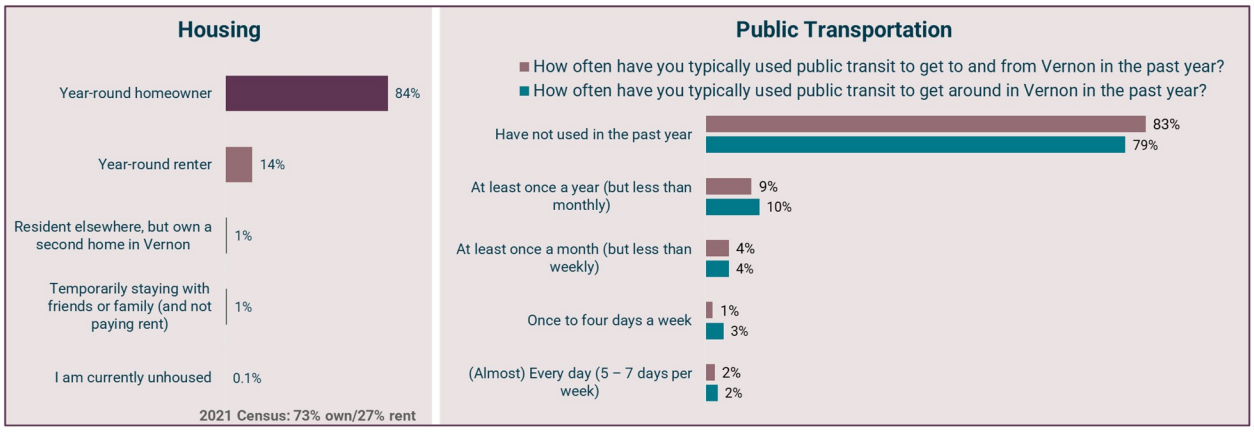
The Phase 3a survey conducted by the City of Vernon received 528 responses. Data was collected from May 26 to June 30, 2025, through EngageVernon.ca.

Survey respondents represented a mix of demographics:

- More likely to be female (60%) than male (39%).
- Split between 44 years of age and younger (27%), 45 – 64-years-old (43%) and 65+ (30%)
- All household incomes were represented, skewing towards higher-income households (67% earning $80K+/year).
- Most were homeowners (84%), with 14% renters and the remainder in other housing situations.
- Respondents were from across Vernon, with many neighbourhoods represented. The largest group lived in the Hills district (29%); a quarter in the Okanagan Landing area (26%), and in the City Center area (25%), and in outlying areas (14%).
- Eight in ten have not used public transit to get around in, or to and from, Vernon in the past year.







Draft Visions for Urban and Village Centres

Vernon's Urban Centres and Village Centres

In phases one and two of engagement, community members stated that they value having housing and alternative transportation options available in areas that also contain local businesses, shops and everyday services. This would reduce the number of trips requiring personal vehicles and increase convenience close to home. Based on this, the draft vision for Vernon's five Centres is that they would:

- Have focused growth, encouraging them to become vibrant hubs of daily activity.
- Have distinct identities, with each centre reflecting and celebrating its own unique character and sense of place.
- Are connected and focused on mobility, meaning that land use and transportation are integrated to support walking, rolling, cycling, and transit within and to each Centre.

- Are complete communities offering a diverse mix of housing, shops, services, employment, and public spaces, such as parks, to meet the daily needs of residents and businesses. To learn more about the proposed diverse mix of housing, including the definitions and building heights, please click here.

Urban Centres are Vernon's main areas for growth and development. They are walkable and transit-friendly places where people can live, work, shop, and access daily services. Focused around existing commercial areas and transit exchanges, Urban Centres support complete, connected communities while reducing the need to drive.

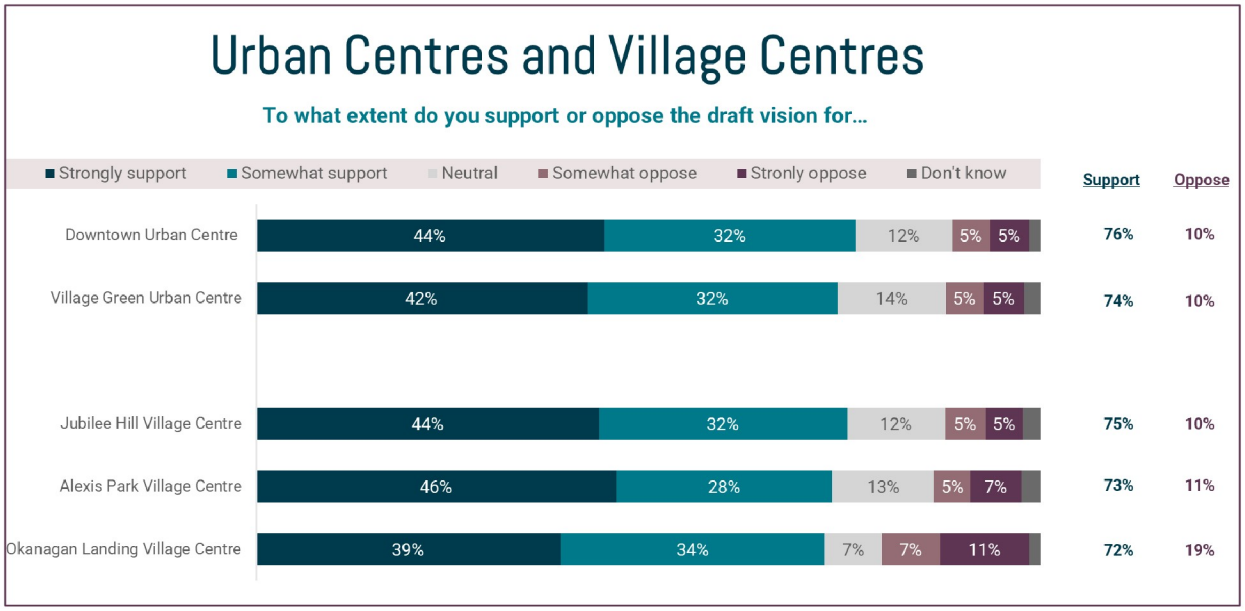
A Village Centre is a smaller than an Urban Centre and focusses on being a walkable neighbourhood hub with its own unique character. A Village Centre is designed to meet the daily needs of nearby residents and includes a mix of housing, local shops, services, and public spaces. The goal is to make every Village Centre a welcoming, community-focused place to live, work, and gather.

Survey respondents were provided with background information (see Appendix A – Survey Questionnaire), including draft visions and maps, for two Urban Centres (Downtown and Village Green) and three Village Centres (Jubilee Hill, Alexis Park and Okanagan Landing) and asked for feedback.

Summary: Support and Opposition

Survey respondents were mostly supportive of the draft visions for the Urban and Village Centres, with around three quarters supporting each: Downtown Urban Centre (76% support), Village Green Urban Centre (74%), Jubilee Hill Village Centre (75%), Alexis Park Village Centre (73%) and Okanagan Landing Village Centre (72%).

The highest level of opposition was seen for the Okanagan Landing Village Centre draft vision with one in five (19%) opposed. One in 10 (10% - 11%) were opposed to each of the remaining four.



The following summary synthesizes qualitative feedback received on the draft visions for the five proposed centres, highlighting common themes of support and concern as well as suggestions for improvements. This feedback is not based on a statistically representative sample but rather offers a qualitative snapshot of community perspectives, which can help guide refinements to the draft visions and support future planning and implementation decisions for the proposed centres. The themes below are listed in approximate order of frequency, reflecting both the volume and consistency of responses around each topic. This approach is taken throughout the report for all qualitative feedback summaries.

Feedback: Downtown Urban Centre

While support for the Downtown Urban Centre vision was the strongest across all centres, open-ended comments also revealed some important nuances behind that support. Many respondents expressed excitement about the potential for revitalization and densification, particularly if it enhances walkability, vibrancy, and business vitality. However, even among supporters, some were cautious about traffic, parking, safety, and preserving the character of the area. The following section explores the reasons why respondents supported the vision, as well as the key concerns and recommendations they shared for strengthening the final vision and plan.

Reasons for Support

1. *Higher Density and Residential Growth*: The most frequent reason for support was a strong endorsement of increased housing density in the downtown core. Respondents emphasized the need for apartment buildings, high-rises, and mixed-use developments that include multi-bedroom rental units for families, seniors, and working professionals. Many noted that more residents would help activate the downtown, support businesses, and improve safety, particularly in the evenings and weekends.

2. *Desire for a Vibrant, Mixed-Use Downtown Core:* Respondents widely supported the vision of a lively, people-oriented city centre. They valued the integration of housing, commercial spaces, restaurants, and cultural amenities, and saw downtown as the heart of Vernon that should reflect the city's identity and foster both community and tourism.

3. *Improved Walkability, Active Transportation, and Transit Access:* Many respondents praised efforts to enhance walkability and reduce reliance on cars. They pointed to new and improved sidewalks, bike lanes, roundabouts, and the potential for better transit access as critical to creating a more accessible, livable, and sustainable downtown.

4. *Preservation of Historic Character and Unique Identity:* Respondents repeatedly emphasized the importance of maintaining Vernon's historic downtown charm, particularly its Victorian-era architecture. Support for growth was often conditional on the preservation of heritage features, which were seen as key to Vernon's unique identity and appeal.

5. *Economic Revitalization and Business Support:* A significant number of comments linked increased residential density and pedestrian traffic with stronger economic health. Respondents saw revitalization as necessary to support local businesses, increase downtown activity, and help reduce business turnover.

6. *Efficient Growth and Limiting Urban Sprawl:* Several respondents supported downtown intensification as a more sustainable alternative to expanding into agricultural or environmentally sensitive lands. They viewed infill development as a sustainable growth strategy that uses land and infrastructure more efficiently.

7. *Enhanced Livability and Access to Amenities:* Finally, many respondents appreciated the potential livability improvements. These included access to shops, services, green spaces, and cultural destinations within walking distance especially for residents who no longer drive or prefer more compact, walkable neighbourhoods.

Concerns

1. *Traffic, Congestion, and Highway 97*: The most frequently raised concern was the disruptive impact of Highway 97, which cuts through the downtown and is seen as a major obstacle to any vision of a cohesive, walkable urban centre. Respondents described the highway as unsafe, noisy, and heavily congested, especially in summer, and argued that without a bypass or traffic rerouting, adding more residents and activity to downtown will only worsen the situation. For many, solving Vernon's vehicular circulation problems is considered a necessary precondition for successful downtown revitalization.

2. *Safety, People experiencing Homelessness, and Public Perception:* Closely following comments on traffic, were concerns about safety, people experiencing homelessness, and visible disorder in the downtown core which were framed as barriers to successful revitalization. Many respondents noted that for the downtown to thrive, it must be seen as safe, clean, and welcoming—for residents, visitors, and business owners alike. Specific concerns were raised about open drug use, public intoxication, and inadequate support for

individuals with complex needs. Several respondents emphasized that physical redevelopment alone will not succeed without parallel social supports and a comprehensive plan to address people experiencing homelessness, mental health, and addiction.

3. *Parking, Vehicle Access, and Infrastructure Strain:* Another dominant theme was the lack of adequate parking, vehicle access for deliveries, and concern over whether Vernon's infrastructure—roads, sewers, health services—can absorb the proposed growth. Many said downtown parking is already limited, and new developments must not reduce spots or assume everyone can walk, bike, or take transit. These respondents warned that without investment in basic infrastructure, increased density could strain the system and reduce livability for all residents.

4. *Opposition to High-Rise Development and Over-density:* A significant portion of respondents who oppose the draft, mentioned concerns about high-rise buildings and their impacts on sightlines and the neighbourhood character. They preferred mid-rise or low-rise development and feared Vernon might lose its charm by trying to emulate denser cities like Kelowna.

5. *Lack of Trust in the Planning Process and Outcomes:* Mistrust of the City and skepticism toward the engagement process was another recurring theme. Some respondents questioned whether their input would actually influence decisions and pointed to past failures to follow through on revitalization promises.

6. *Inadequate Green Space and Accessibility Planning:* Several respondents opposed the draft vision due to what they saw as a lack of attention to parks, open space, and accessible public gathering areas. With increased population, some respondents argued, there must be more—not fewer—green, natural, and inclusive public spaces. Concerns were also raised about accessibility for seniors and people with disabilities, with calls for park and plaza designs that can support an aging population.

7. *Financial Concerns and Misaligned Priorities:* Some respondents expressed anxiety about rising taxes, gentrification, and spending on downtown revitalization while they see more pressing issues elsewhere in Vernon remain unaddressed. Some argued that revitalization efforts focus too heavily on tourism or commercial aesthetics, rather than on reducing cost of living or addressing basic affordability issues for youth, families, and seniors.

8. *Mixed Views on Heritage Preservation:* Views on historical preservation were mixed. While some opposed the draft vision out of fear that heritage buildings could be lost, others saw the focus on preservation as overly restrictive, limiting creative renewal or perpetuating outdated structures. Some suggested a more flexible approach that allows for rebuilding in historic styles or incorporating new art and design into the downtown fabric.

9. *Doubts About the Vision's Relevance or Impact:* Some respondents simply doubted the long-term viability of a revitalized downtown, especially in an era of online shopping, suburban sprawl, and north-end retail development. They questioned whether downtown can realistically attract the population or economic investment envisioned in the draft

vision. Some argued that focusing on smaller, decentralized hubs in residential areas might be more effective than trying to preserve what they view as a "dead" or outdated city centre.

10. *Concerns About Implementation, Equity, and Clarity:* Finally, some respondents opposed the draft vision due to ambiguity and lack of concrete detail. They questioned whether the vision accounts for equity, Indigenous history, rural residents, or long-term resilience in the face of environmental constraints like water shortages. Others worried about freedom of mobility, with a small number expressing ideological opposition to ideas such as 15-minute cities. Overall, a lack of clarity about impacts—on residents, costs, land use, and daily life—made some respondents unwilling to support the draft.

Recommendations for Improvements from survey respondents

Analysis of supportive and critical feedback revealed several recurring suggestions and conditions that, if addressed, could broaden public support and improve the quality and feasibility of the Downtown Urban Centre vision. These recommendations span affordable housing design, accessibility, safety, transportation, infrastructure, and community identity:

1. *Prioritize Affordable, Family-Friendly Housing:* Respondents emphasized the need for affordable, multi-bedroom units, particularly for families and seniors. They recommended integrating rentals with three or more bedrooms, senior-accessible units, and housing options suitable for low- to middle-income households, not just luxury condos. These should be located near amenities and transit, especially for older adults who can no longer drive.

2. *Address Safety and Social Challenges Proactively:* There is clear concern—raised by both supporters and those with reservations—that without action on people experiencing homelessness and visible disorder, and without supports for those struggling with mental health and addiction, downtown revitalization will stall. Respondents want the City to integrate crime prevention and social support strategies into the plan, including harm reduction, housing-first approaches, and public space safety measures. Many called for a visible, proactive response to street-level disorder.

3. *Improve Parking and Transportation Balance:* While active transportation is widely supported, many respondents noted that inadequate parking—especially for workers and seniors—remains a major barrier. Suggestions included:
    - Longer-duration parking for downtown workers
    - Underground or structured parking in high-density buildings
    - Expanded bike lanes (especially east–west routes)
    - Traffic calming on residential shortcuts (e.g., 25th Ave, 26th St)
    - Exploring partial pedestrianization of 30th Avenue

    A few respondents also advocated for a tram line or more direct east–west transit options to reduce downtown vehicle congestion.

4. *Mitigate Visual and Environmental Impacts of High-Rise Development:* Support for densification was often conditional on design quality and building height limitations. Recommendations included:
    - Avoiding "boxy" or generic high-rises
    - Respecting view corridors (e.g., Okanagan sightlines)
    - Maintaining heritage scale in certain areas
    - Using architectural diversity to reflect Vernon's character

    Some suggested capping building heights or clustering taller buildings outside heritage nodes to preserve the city's visual identity.

5. *Revise Highway 97's Role in the Plan:* A major concern—even among those supportive of the draft vision—is that Highway 97 undermines the downtown's cohesion. Many called for a long-term solution such as:
    - Rerouting the highway or creating a bypass
    - Creating safe, accessible crossings and underpasses
    - Redesigning the streetscape to calm traffic and improve pedestrian comfort

    Until resolved, many felt the highway presents a structural barrier to successful downtown revitalization.

6. *Invest in Public Amenities and Community Space:* Respondents urged the City to expand green space, parks, and gathering areas—especially within denser residential areas. Suggestions included:
    - Pocket parks and neighbourhood playgrounds
    - A central cultural hub (e.g., a new arts/museum building)
    - Civic plazas or squares that accommodate events and performances

    There was also support for turning some streets into shared public spaces with markets, music, and outdoor dining.

Feedback: Village Green Urban Centre

Community feedback on the Village Green Urban Centre draft vision revealed a strong base of support alongside constructive suggestions and some points of opposition. Many respondents viewed the area as a prime candidate for increased housing and revitalization, given its proximity to transit, commercial amenities, and major transportation routes. While the concept of a mixed-use, walkable centre was widely welcomed, some respondents also identified concerns—particularly around traffic, the visual character of the area, and the aging state of the existing mall. Several respondents emphasized the need for green space, pedestrian improvements, and thoughtful urban design to ensure the area becomes more livable, attractive, and sustainable. The following sections provide a detailed summary of the reasons for support, concerns, and key recommendations raised by survey respondents.

Reasons for Support:

1. *Densification and Housing Variety:* Many respondents supported increasing residential density in the Village Green area, viewing it as a logical, well-serviced location for housing growth. They emphasized the need for high-density residential options, including apartments, condos, mid- and high-rise towers, containing family- and senior-oriented units. There was specific interest in ensuring affordability, larger units (e.g., three-bedroom rentals), and walkable housing near services. The area is seen as underutilized and ripe for the redevelopment of "dead" or declining commercial spaces, particularly the Hudson Bay building and mall parking lots.

2. *Proximity to Shops, Transit, and Services:* A major driver of support was the area's existing commercial base and transit infrastructure. Respondents praised the draft vision for locating housing near grocery stores, restaurants, medical services, and employment. The transit exchange at the mall was frequently noted as a key asset, with several respondents calling for improved frequency, east-west connectivity, and infrastructure upgrades (e.g., sidewalks, bike paths, shaded routes). This proximity reduces the need for car use, which aligns with goals around sustainability and accessibility.

3. *Desire for a Mixed-Use, Complete Community:* Supporters endorsed the vision of a vibrant, mixed-use neighbourhood that blends housing, shopping, services, recreation, and transit access in one area. This "urban village" model was seen as a positive shift away from sprawling single-use developments. Respondents also expressed enthusiasm for public realm improvements—like green spaces, pedestrian areas, plazas, and small shops—to create a more livable and socially connected environment.

4. *Perception of Village Green as a Key Growth Area:* Many residents believe that growth is already naturally occurring in the north end, and that the Village Green area has the land availability and development potential to absorb much of Vernon's future residential and commercial needs. Compared to the more space-constrained downtown, some felt Village Green could accommodate larger buildings without disrupting heritage or view corridors. The mall's decline is seen as an opportunity to reimagine the site as a modern, mixed-use hub.

5. *Alignment with Broader Urban Goals:* Supporters viewed the draft vision as aligned with broader goals such as:
    - Reducing sprawl
    - Lowering carbon emissions
    - Supporting aging in place
    - Enabling family housing near amenities
    - Making better use of land and infrastructure

    Several respondents mentioned the need to shift away from car-centric planning toward more sustainable, walkable, and transit-oriented development, and they felt this draft vision was a step in the right direction.

Concerns:

1. *Strong Opposition to High-Rise Buildings and Urban Density:* One of the most frequently mentioned concerns as a reason to oppose the draft vision was the inclusion of mid- to high-rise apartments, which many felt are inappropriate for Vernon. These respondents emphasized that 15-storey towers are excessive, "not in keeping with Vernon's character," and risk turning the city into a smaller version of Kelowna or Vancouver, which some moved away from to escape urban congestion.

2. *Traffic, Congestion, and Infrastructure Limitations:* Many respondents flagged concerns about increased traffic, congestion, and parking shortages. They noted that the area is already car-dominant, has limited transit connectivity, and lacks the road infrastructure to handle additional growth. Several respondents stated that Vernon's reliance on personal vehicles is unlikely to change soon, and that the draft vision underestimates the pressure this would place on roads and intersections, especially near Highway 97, 27th Street, and Anderson Way. Others mentioned sewer, water, and utility capacity as serious limitations.

3. *Lack of Green Space and Walkability:* Numerous comments critiqued the area as inaccessible, unfriendly to pedestrians, and lacking in green space, parks, and plazas. Even among those somewhat open to growth, many pointed out the absence of visible improvements to public realm and natural features on the draft map. Others warned that without significant attention to tree cover, trails, gathering spaces, and aesthetic quality, any densification could create an unlivable, unattractive environment.

4. *Skepticism Toward the Area's Suitability for Growth:* Several comments argued that the Village Green area is poorly suited to becoming an urban centre, citing its existing commercial/light industrial character, lack of cohesive identity, and car-oriented design. Respondents questioned the wisdom of rebranding a declining mall as the core of a community, suggesting it lacks the vibrancy, heritage, and organic growth of downtown. Others found the area "unpleasant to hang out in," "not walkable," or "not a desirable place to live."

5. *Perceived Threats to Natural Areas and Existing Community:* Some respondents flagged risks to wetlands, creeks, and natural habitats, particularly around areas near Vernon Creek. There was frustration over green space being removed or being unprotected, and a lack of environmental safeguards in the draft vision. Others worried about existing neighbourhoods losing their livability, with some explicitly calling out encroachment on quiet, family-oriented areas and a lack of planning for safety, environmental concerns, and aesthetics.

6. *Concerns About Redundancy and Competing Priorities:* A number of respondents questioned why this area is being prioritized when downtown revitalization is still incomplete. Some felt that having two urban centres would divide resources and public attention, diluting efforts to build a truly vibrant city core. Others asked for focus on underserved neighbourhoods or aging infrastructure in existing areas, arguing that growth should be managed more responsibly and equitably.

7. *Distrust in the Planning Process or Political Intentions:* Similar to the Downtown draft vision, some respondents voiced distrust in City Council, staff, and the planning process—either based on past experience or political frustration. Some believed that community input would be ignored, or that the draft vision reflected global planning agendas rather than local needs.

Recommendations for Improvements from survey respondents:

While many respondents expressed support or conditional support for the proposed vision, several also offered constructive suggestions to help make the plan more appealing, practical, and future-ready. These recommendations focused on enhancing livability, improving infrastructure, clarifying land use, and making the area more sustainable and people-centred.

1. *Integrate Green Space and Natural Features:* A recurring recommendation was the need for more green space, trees, and parks within the Village Green area to counterbalance its commercial character and support livability. For example:
    - Include shade trees, pocket parks, and walkable green corridors
    - Create public gathering spaces and plazas integrated with retail or residential areas
    - Ensure this reflects and protects green space already present or valued by the community

2. *Improve Walkability, Bike Infrastructure, and Transit Access:* Several respondents identified the area as unfriendly to pedestrians and cyclists, and recommended major upgrades to active transportation and transit, including:
    - Build wide, accessible sidewalks and protected bike lanes
    - Improve connections between residential and commercial areas
    - Explore a tram line or shuttle service along existing rail corridors to promote car-free travel

3. *Redevelop and Reimagine the Mall Area:* The Village Green Mall was widely seen as outdated and a key opportunity site for mixed-use revitalization. Recommendations included:
    - Add residential towers or mid-rises above or alongside retail functions
    - Transition to a more open, multi-use design with public space and gathering areas
    - Replace underused sections with community-oriented amenities or green space

4. *Diversify Housing with Appropriate Height and Density*: Support for new housing was often contingent on thoughtful design, appropriate scale, and housing variety. Respondents recommended to:
    - Encourage a mix of high-rise, mid-rise, and townhome forms
    - Include multi-bedroom, family-friendly, and affordable units
    - Place taller buildings along arterials or on large redevelopment sites, not embedded in low-scale neighbourhoods

5. *Protect and Reflect Community Character:* Several respondents warned against "cookie-cutter" or overbuilt forms and asked for design guidelines that respect Vernon's identity:
    - Avoid wall-like, monolithic buildings
    - Preserve view corridors and integrate architectural diversity
    - Encourage attractive facades, street-level animation, and community-serving design

6. *Ensure Road Infrastructure Keeps Pace with Growth:* Respondents emphasized that densification must be accompanied by adequate traffic management and parking and recommended to:
    - Upgrade intersections and road capacity on key routes
    - Consider traffic calming in residential areas adjacent to densified areas
    - Maintain realistic parking requirements while promoting alternatives to driving

7. *Clarify Zoning and Terminology:* Confusion over new land use labels led to calls for clearer communication in public materials and maps, such as to:
    - Provide direct comparisons between current and proposed zoning categories
    - Use plain language in engagement and explanatory materials
    - Make visual aids (e.g., illustrations or overlays) more intuitive for public interpretation

Feedback: Jubilee Hill Village Centre

The Jubilee Hill Village Centre draft vision received generally strong support, with many respondents highlighting its strategic location near Vernon Jubilee Hospital and its potential to provide much-needed housing, services, and short-term accommodations for healthcare workers and hospital visitors. The draft vision was seen as an opportunity to revitalize an aging and underutilized area while improving connectivity, walkability, and access to essential amenities. However, some respondents expressed concerns about increased traffic, hillside development impacts, and the visual character of new buildings. Others raised questions about the compatibility of dense development with existing neighbourhoods and the need for careful integration with surrounding natural features. The following sections summarize the reasons for support, areas of concern, and key recommendations shared through the survey.

Reasons for Support:

1. *Proximity to the Hospital and Support for Healthcare Workers:* A dominant reason for support was the draft vision's alignment with the needs of Vernon Jubilee Hospital. Many respondents welcomed more housing, amenities, and short-term accommodations for hospital staff, patients' families, and out-of-town visitors. Many emphasized that such development would help retain healthcare professionals, reduce commuting stress, and increase the availability of essential services nearby.

2. *Urgent Need for Transportation and Highway Improvements:* Feedback repeatedly highlighted the need for safer pedestrian and cycling access across Highway 97. Many respondents mentioned that current infrastructure is dangerous and inadequate, and

strongly supported investments in overpasses, improved intersections, and better linkages to Polson Park and surrounding areas.

3. *Revitalization of an Aging Area:* Many respondents described the Jubilee Hill area as run-down, outdated, or neglected, and saw the draft vision as a long-overdue opportunity to improve the visual appeal, livability, and functionality of this key gateway to Vernon. The potential to clean up derelict buildings and add mixed-use development was seen as a welcome shift.

4. *Increased Density in a Logical, Service-Rich Area:* Supporters found the focus on higher-density housing appropriate due to the area's proximity to downtown, the hospital, and public transit. There was strong support for mid- and high-rise buildings that could accommodate hospital staff, seniors, and families. Some respondents appreciated that increased housing density would help make the area more walkable and vibrant.

5. *More Amenities and Services:* Respondents often highlighted a lack of cafes, restaurants, grocery stores, and essential services in the area. Many supported the idea of a village centre that would offer convenient food, retail, and wellness options—particularly for those working in or visiting the hospital. There was also support for community-focused spaces such as parks and recreational facilities.

6. *Long-Term Vision and Strategic Urban Development:* Some respondents saw the Jubilee Hill vision as a forward-thinking response to Vernon's growth. They appreciated the focus on complete communities and integrated land use, particularly in a healthcare-centered area. Several respondents framed their support in terms of urban planning best practices and future-proofing for population growth.

Concerns:

1. *Traffic Congestion and Inadequate Road Infrastructure:* The most frequently cited concern was traffic, especially the heavy congestion already present on Highway 97 and Highway 6. These respondents emphasized that these routes are near or over capacity, and increasing density would exacerbate delays, safety risks, and vehicle overflow onto side streets. Several respondents criticized the lack of clear or feasible solutions to improve traffic flow or vehicle access to and from the hospital.

2. *Unsafe or Inaccessible Pedestrian Environment:* Some respondents flagged the dangerous conditions for pedestrians, particularly when crossing the highway to access Vernon Jubilee Hospital. Some called for pedestrian overpasses or signalized intersections, noting how unsafe or inaccessible sidewalks are. The steep terrain was also noted as a barrier to walkability, especially for seniors or people with mobility issues.

3. *Concerns About Crime and Safety:* Numerous comments expressed discomfort with or outright avoidance of the area due to people experiencing homelessness and perceived criminal activity. Some respondents argued that improving safety and addressing the

underlying issues should be a higher priority than redevelopment. A few opposed any increase in residential density until these concerns were resolved.

4. *Lack of Supporting Infrastructure and Services:* Some noted that the current infrastructure — including roads, parking, water supply, and schools — is not equipped to handle higher density. Others highlighted that essential services like food retail, childcare, or green space were lacking and needed to be addressed before growth could occur.

5. *Poor Fit for a Village Centre Concept:* Some respondents questioned whether this area is suitable for a village centre at all, due to its topography, highway location, and fragmented neighbourhoods.

6. *Environmental and Land Use Concerns:* There were some concerns about the loss of natural areas, tree cover, and green space. A few respondents explicitly opposed development on Commonage land, citing its cultural significance and environmental value. Others noted the area's already-limited open space and the impacts of increased pavement and construction on urban heat and flooding.

7. *Resistance to Density and Growth Priorities:* A number of respondents rejected mid- or high-rise development in this area altogether. They preferred single-family homes or low-rise housing only, and believed higher density should be focused downtown. Some expressed general frustration with the pace of development and skepticism about whether such plans actually benefit the community — framing them as profit-driven, top-down, or out of step with Vernon's character.

Recommendations for Improvements from survey respondents:

While there was general support for the vision of Jubilee Hill as a health-focused, connected, and livable village centre, many respondents emphasized that significant infrastructure, housing, and amenity improvements are needed for the plan to succeed. Recommendations focused on enhancing pedestrian and transit access across Highway 97, providing services to support hospital users and staff, ensuring adequate parking, and integrating new development with existing and new green space and existing neighbourhood character.

1. *Improve Pedestrian and Transit Connectivity Across Highway 97:* Highway 97 was widely seen as a major barrier to accessing the Jubilee Hill area safely and efficiently. Recommendations included:
    - Installing a pedestrian overpass or a funicular/catwalk-style structure
    - Upgrading signal timing and lighting at crossings
    - Constructing a full signalized intersection at the hospital crosswalk
    - Expanding sidewalks and bike lanes to connect residential areas with the hospital

2. *Expand and Modernize Parking Infrastructure:* Many respondents emphasized the urgent need for more structured parking solutions to alleviate pressure on hospital access and nearby residential streets. Suggestions included:
    - Building multi-level parkades or underground parking lots

- Ensuring parking is integrated into new housing or commercial projects
- Planning hospital expansion and residential growth in tandem with parking supply

3. *Provide Amenities to Serve Hospital Workers, Patients, and Residents:* The need for more services and everyday amenities was a recurring theme. Recommendations included:
    - Creating spaces for restaurants, cafés, and shops
    - Supporting temporary accommodations and hotels for hospital visitors
    - Encouraging development of child care, grocery stores, and community services nearby

4. *Expand Housing While Prioritizing Affordability and Integration:* While housing growth was broadly supported, many respondents stressed it must be equitable and well-designed. They recommended:
    - Prioritizing mid-rise over high-rise buildings
    - Ensuring new development includes affordable and multi-bedroom units
    - Preserving existing housing stock and avoiding displacement
    - Locating housing within walking distance of services and transit

5. *Protect and Enhance Green Space and Public Realm:* Respondents advocated for incorporating green infrastructure to improve livability and ecological function. Suggestions included:
    - Creating or enhancing small parks and seating areas
    - Preserving existing trees and natural slopes
    - Improving connections to Polson Park and trail systems

6. *Address Traffic and Emergency Access Challenges:* Concerns about congestion and long-term traffic growth led to several mobility-focused recommendations:
    - Widening arterial roads or developing bypass routes
    - Synchronizing traffic lights along key corridors
    - Establishing separate hospital access routes for emergency vehicles
    - Planning ahead for hospital expansion or potential relocation

7. *Refine the Boundaries and Concept of the Village Centre:* Some respondents questioned the scale and coherence of the proposed Jubilee Hill area. Recommendations included:
    - Clarifying how East Hill, Middleton, and Mission Hill are represented
    - Creating smaller, distinct nodes instead of one large centre
    - Aligning land use planning with the unique needs of each neighbourhood

Feedback: Alexis Park Village Centre

Feedback on the draft vision for the Alexis Park Village Centre reflected strong support for increasing housing and services in this well-located, walkable area. Many respondents valued its proximity to downtown, parks, schools, and other amenities, and saw it as a natural fit for modest densification. However, some also raised concerns about impacts on existing affordable housing, safety issues in certain areas, and a lack of clarity about how changes would be implemented.

Overall, there was cautious optimism about the area's potential, provided growth is managed thoughtfully and in a way that reflects the needs of current and future residents. The following section provides a detailed summary of the reasons for support, concerns, and key recommendations raised by survey respondents.

Reasons for Support:

1. *Strategic Location for Growth:* Many respondents supported increased housing density in Alexis Park due to its proximity to key amenities such as the new Active Living Centre (ALC), Kal Tire Place, schools, parks, and existing transit routes. They emphasized that the area is centrally located and already has the infrastructure to support more residents.

2. *Mixed Housing Options and Affordability:* There was strong support for providing a range of housing types, including mid-rise apartments, condos, townhouses, and rental units. Respondents viewed the draft vision as a way to meet the housing needs of families, seniors, single parents, and people with low or fixed incomes. The inclusion of diverse housing was seen as a way to ensure more equitable access to city amenities.

3. *Walkability and Connectivity:* Many respondents appreciated the draft vision's emphasis on creating a walkable, pedestrian-friendly community. Many highlighted the importance of being able to live close to services, reducing the need for cars, and making it easier for residents to access daily necessities and recreational spaces on foot or by bike.

4. *Alignment with Active Transportation Goals:* Many respondents supported enhancing active transportation options such as bike lanes and pedestrian routes, especially in connection with the recreation centre and other community destinations. The draft vision's integration with the new ALC was seen as a key strength. The focus on accessibility and sustainable mobility was positively received.

5. *Mixed-Use and Complete Communities:* Many respondents endorsed the idea of mixed-use buildings that integrate residential spaces with commercial businesses like coffee shops, corner stores, and childcare facilities. This was seen as essential for creating a vibrant, livable neighbourhood where people can meet daily needs without leaving the area.

6. *Rejuvenation and Revitalization:* There was a shared sense that Alexis Park is an area with unrealized potential. Some respondents indicated they supported the draft vision as a step toward revitalizing the neighbourhood, shifting it from feeling "run-down" to being more vibrant, inclusive, and welcoming. Several respondents noted that the area is already transitioning with new developments and that the plan would build on that momentum.

7. *Support for Local Identity and Community Pride:* Some respondents welcomed the branding of Alexis Park as a "Village Centre," saying it brought recognition to a part of town that deserves investment and visibility. They expressed hope that the plan would foster a stronger sense of identity and belonging for current and future residents.

Concerns:

1. *Opposition to High-Rise Development:* Several respondents were strongly opposed to high-rise buildings (particularly those above six storeys), with concerns that such developments would drastically change Vernon's character. They emphasized that the appeal of Vernon lies in its small-town feel, and introducing towers would make it resemble larger urban centers like Kelowna—something they felt should be avoided.

2. *Traffic Congestion and Inadequate Road Infrastructure:* A significant portion of feedback on the reasons for reservation or opposition raised concerns about worsening traffic, particularly along Alexis Park Drive, 32nd and 43rd Avenues. These respondents mentioned existing congestion, limited road widths, lack of turn lanes, and insufficient parking as reasons why the area is unsuited to accommodate increased density. There were also concerns about event-related overflow from Kal Tire Place and the new ALC exacerbating these issues.

3. *Incompatibility with Neighbourhood Character:* Some felt that Alexis Park is currently a quiet, established, and largely single-family neighbourhood, and that high-density infill would undermine its existing character and livability. They expressed worry that added density would reduce safety, strain local infrastructure, and disrupt the social fabric of the community.

4. *Environmental and Green Space Concerns:* Several respondents highlighted the lack of clarity around green space preservation, especially regarding riparian areas and connectivity of parkland. They objected to losing or relocating green space in ways that might increase car dependency or reduce accessibility for residents.

5. *Doubts About the Village Centre Model:* A number of respondents questioned whether Alexis Park has the commercial or geographic foundation to function as a true village centre. Some felt the area lacked central amenities and commercial services, and doubted whether a coherent village core could emerge. Others dismissed the model as forced or artificial, not aligned with local needs or development patterns.

6. *Affordability, Gentrification, and Social Tensions:* A few comments raised concerns that densification could lead to gentrification, displacing existing low-income residents. Others framed affordable or mixed housing as a source of crime or social instability, suggesting discomfort with integrating different housing types and income levels in close proximity.

7. *Concerns Over Broader Growth Strategy and Priorities:* Some opposition reflected broader critiques of Vernon's growth strategy. These respondents felt the downtown core should be the focus of densification instead of peripheral areas like Alexis Park. Others questioned the need for further development at all, citing issues like limited water supply, overstretched services, or dissatisfaction with new recreation facilities like the ALC.

Recommendations for Improvements from survey respondents:

Drawing from both supportive and critical perspectives, respondents offered a range of constructive suggestions to improve the Alexis Park Village Centre draft vision. These recommendations aim to make the plan more effective, equitable, and grounded in the lived realities of residents. Key themes focused on ensuring appropriate development scale, improving mobility and infrastructure, protecting green space, and maintaining affordability and neighbourhood character. Together, these ideas reflect a strong desire for thoughtful, community-informed implementation.

1. *Cap Building Heights to Mid-Rise (Six Storeys or Less):* Respondents supported adding housing density but often called for limits on height to preserve neighbourhood character and mitigate visual and livability impacts. Recommendations included:
    - Capping buildings at six storeys or less
    - Including rooftop amenities and varied architectural styles

2. *Improve Road Infrastructure and Traffic Flow:* Many expressed concerns about existing traffic congestion and inadequate infrastructure. Suggested improvements included:
    - Upgrading key corridors like Alexis Park Drive, 32nd Avenue, and 43rd Avenue
    - Installing roundabouts at key intersections
    - Improving turning lanes and traffic circulation around Kal Tire Place and the ALC

3. *Ensure Adequate Parking for New Development and Events:* Parking was a common concern, particularly near event venues and for multi-family housing. Recommendations included:
    - Requiring on-site parking for new residential and commercial developments
    - Planning for visitor and customer parking in mixed-use areas

4. *Prioritize Green Space and Park Enhancements:* As density increases, many respondents emphasized the need to invest in public green space and urban greenery. Suggestions included:
    - Expanding parks and preserving tree canopy
    - Integrating shaded seating, pollinator pathways, and gathering spaces
    - Ensuring new green space is walkable and distributed throughout the area

5. *Integrate Mixed-Use and Neighbourhood-Scale Commercial Development:* There was support for mixed-use development that adds vibrancy and walkability. Specific recommendations included:
    - Encouraging ground-floor commercial near 39th Avenue and Alexis Park Drive
    - Prioritizing cafés, corner stores, and small-scale retail
    - Avoiding overly dispersed or out-of-place commercial nodes

6. *Strengthen Active Transportation and Transit Connections:* Respondents highlighted the need for better connectivity and reduced car dependency. Suggestions included:
    - Adding bike lanes and multi-use paths (especially around 39th Ave)
    - Improving pedestrian safety on steep grades and near key intersections

- Aligning transit routes with destinations like the Active Living Centre and downtown

7. *Focus on Affordable, Diverse, and Family-Oriented Housing:* Many respondents wanted to ensure the area remains inclusive and meets local housing needs. Recommendations included:
    - Building three-bedroom units, townhomes, rentals, and duplexes
    - Requiring affordable and non-market housing options
    - Implementing protections against displacement or renoviction

8. *Improve Streetscape Design and Public Realm Accessibility:* Respondents called for a safe, welcoming environment that supports walkability and inclusion. Suggestions included:
    - Wider sidewalks, safe pedestrian crossings, and street lighting
    - Public art, shade structures, and accessible public spaces
    - Streetscape upgrades that foster social interaction and comfort

Feedback: Okanagan Landing Village Centre

Among the five centres included in the survey, the Okanagan Landing Village Centre generated the most mixed feedback. While many respondents supported the vision in principle—particularly the potential to revitalize the waterfront and add local amenities—this centre also attracted the highest proportion of opposition. Concerns were raised about the loss of natural wetlands, increased traffic, lack of infrastructure, and the perceived prioritization of tourism-oriented development over community needs. At the same time, a broad set of recommendations emerged, focusing on how to manage growth more sensitively, strengthen ecological protections, and enhance the area's accessibility, livability, and recreational value for all Vernon residents.

Reasons for Support:

1. *Waterfront Revitalization and Tourism Potential:* A dominant reason for support was the opportunity to transform Vernon's underutilized waterfront into a vibrant public destination. Respondents repeatedly expressed excitement about the potential for boardwalks, restaurants, shops, and a "lakefront promenade" that mirrors or rivals developments in Kelowna or Penticton. Many noted that Vernon is "lagging behind" other Okanagan cities in terms of waterfront accessibility and appeal, and saw the draft vision as a chance to make the lake a focal point for residents and tourists alike.

2. *Need for Commercial Services and Amenities:* Many supporters emphasized the current lack of commercial activity in the Okanagan Landing area. They expressed strong interest in having more shops, cafes, grocery stores, shaded seating areas, and tourism-oriented businesses. A recurring theme was the desire to reduce dependency on travel to the north end of Vernon for basic services, with residents calling for a more complete, self-sufficient neighbourhood.

3. *Support for Density and Mixed-Use Development:* Respondents broadly supported the introduction of mid-rise housing, especially if paired with ground-floor commercial uses.

They saw increased density as appropriate for a lakeside urban village, particularly near existing infrastructure such as Kin Beach. Many saw the area as well-suited for growth due to its available land and separation from agricultural and ecologically sensitive areas.

4. *Desire for a Walkable, Bikeable, Active Waterfront:* Many respondents envisioned the village centre as a highly walkable and bike-friendly area. They requested multi-use paths, wider shoulders on key roads, safer crossings, and well-designed pedestrian environments along the lake. The possibility of creating a continuous, safe, and attractive active transportation corridor along Tronson and Lakeshore was a key driver of support.

5. *Recognition of Longstanding Community Aspirations:* Numerous comments referred to the idea of developing the Okanagan Landing area as a vision that has been talked about for years but never realized. These respondents expressed relief that the City was "finally" taking action, and encouraged bolder and faster implementation to avoid repeating past delays or missed opportunities. Some called it a "no-brainer" or "long overdue."

6. *Economic Development and Local Employment:* Some respondents appreciated the draft vision for its positive impacts on economic development and job creation, especially in the tourism, hospitality, and retail sectors. They emphasized that a thriving lakefront could draw visitors, support small businesses, and boost Vernon's identity as a destination, particularly if it would incorporate planning for amenities such as conference centres, hotels, rental shops, and public art as tools for economic activation.

7. *Public Access to Nature and Protection of Green Space:* Respondents also consistently highlighted the importance of keeping the waterfront public and accessible, with enhanced green space, protected wetlands, and inclusive beach access. While they welcomed development, they urged that it be done in a way that respects the natural environment and creates gathering spaces for all community members.

Concerns:

1. *Protection of Wetlands and Ecologically Sensitive Areas:* By far the most frequently expressed concern was the loss or degradation of wetlands and other natural areas near the lake. Respondents repeatedly called for the protection of the marshes, bogs, riparian, and floodplain areas surrounding Kin Beach and Lakeshore Drive. Many mentioned the ecological importance of these areas for flood mitigation, bird habitat, water quality, and climate resilience. Some referred to existing or previous restoration efforts (e.g., by Ducks Unlimited) and criticized past development decisions that have already reduced natural areas. There was strong opposition to any further construction on or near wetlands, with repeated demands to rezone these spaces for conservation.

2. *Traffic Congestion and Insufficient Infrastructure:* Similar to the other four centres, numerous respondents argued that the road infrastructure in the Landing area is already overburdened and cannot support the proposed density increases. Okanagan Landing Road and Lakeshore Drive were described as narrow, unsafe, and already congested, particularly during tourist season. Others noted that intersections, parking, and access to existing businesses are already problematic.

3. *Overdevelopment and Density Concerns:* Many expressed discomfort with the overall scale and vision, expressing they believed that it would result in overdevelopment and urban sprawl. These respondents opposed large buildings, high-density housing, or tourism-driven developments that they felt would overcrowd the area, increase noise, and erode the natural character of Okanagan Landing. Some felt the vision was a poor fit for a low-density residential neighbourhood and feared it would replicate negative patterns seen in Kelowna.

4. *Loss of Lake Access and Public Space:* A major source of opposition was the perceived threat to public access to the lakefront. Many worried that private development such as hotels, condos, or commercial uses would make it difficult for locals to enjoy the waterfront. Several referenced the limited lakefront currently accessible in Vernon and called for expanded public parks, trails, and beaches instead of private businesses. The idea of buying up land to create a large public park was mentioned frequently.

5. *Environmental Impacts and Climate Risk:* Closely linked to concerns about wetlands, respondents also raised broader environmental concerns. These included worries about loss of biodiversity, water quality issues from septic systems, flood risk from building in low-lying areas, and light pollution. Several respondents questioned the wisdom of planning for urban growth in such an ecologically sensitive area and emphasized the need for climate-smart land use decisions.

6. *Inadequate Affordable and Inclusive Housing:* While some supported the idea of more housing, many criticized the draft vision for not sufficiently addressing affordability or meeting the needs of local, lower-income residents. There were concerns that new developments would cater to wealthier buyers or tourists, pricing out locals or pushing working-class residents further from the lake. Some called for a stronger focus on below-market housing, co-ops, or accessible rentals.

7. *Concerns About Crime, Gentrification, and Displacement:* Some respondents worried that increased tourism-oriented development could lead to gentrification, pricing long-time residents out of their own neighbourhood. Others raised concerns about increased crime, particularly if lakefront areas are left poorly monitored or become party destinations. Several emphasized the need to preserve the neighbourhood's character and support existing residents rather than attract outsiders.

8. *Opposition to Specific Land Use Choices:* Finally, some respondents opposed particular aspects of the land use, such as including Longacre Drive as part of the village centre, designating single-family areas for multi-unit development, or allowing hotels and large commercial uses near sensitive areas. Others questioned the logic of placing a village centre so far from downtown or other major hubs, expressing doubt that the area has the population or commercial base to support such a vision.

Recommendations for Improvements from survey respondents:

While many residents saw potential in the draft vision for Okanagan Landing, support was frequently tied to the implementation of specific safeguards and improvements. Respondents offered detailed and often urgent recommendations to protect natural habitats, expand public access to the lakefront, and ensure that future development reflects community needs, not just tourism or private interests. The following themes summarize the most common suggestions for improving the vision and addressing local concerns.

1. *Preserve and Restore Natural Areas and Wetlands:* Many respondents strongly emphasized the importance of protecting environmentally sensitive areas, particularly wetlands and floodplains around Lakeshore Road and Okanagan Landing Road. They recommended:
    - Prohibiting any development in these areas.
    - Expanding existing parks and creating new natural areas.
    - Restoring Vernon Creek and wetland habitats.
    - Implementing a cohesive ecological plan that includes Indigenous consultation and long-term environmental stewardship.

2. *Expand and Improve Public Parks and Lake Access:* A recurring theme was the call to increase public access to lakefront areas and avoid privatization. Recommendations included:
    - Buying back land near Kin Beach or Lakeshore Drive to create a large central park.
    - Developing more amenities like playgrounds, splash pads, and community gathering spaces.
    - Prioritizing community use (e.g., parks, recreation, walking paths) over private or tourism-driven development like condos or hotels.

3. *Enhance Transportation Infrastructure:* Some respondents cited serious concerns about existing road capacity and traffic congestion. They recommended:
    - Creating new road connections to reduce bottlenecks.
    - Widening key corridors such as Okanagan Landing Road.
    - Improving safety features like shoulders, crosswalks, and roundabouts—especially near schools and the lakefront.
    - Ensuring transportation upgrades precede or accompany any increase in density.

4. *Add More Commercial and Mixed-Use Amenities:* Several respondents suggested the area lacks sufficient shops, restaurants, and services. Recommendations included:
    - Increasing the amount of commercial space near Kin Beach and along the lakefront.
    - Encouraging a balanced mix of retail, food options, and community amenities, especially those accessible to locals—not just tourists.

5. *Prioritize Affordable and Appropriate Housing:* Concerns about housing affordability and appropriateness were common. Recommendations included:
    - Prioritizing non-profit, co-op, and workforce housing over high-end condos or vacation properties.
    - Building more townhomes and mid-rise units instead of towers.

- Limiting density to locations where infrastructure (e.g., sewer, transit) is already available.

6. *Address Social Issues Before Expanding Development: Respondents* emphasized that issues like people experiencing homelessness, public safety, and drug use need to be addressed before major development proceeds. Suggestions included:
    - Cleaning up illegal encampments and enhancing social services.
    - Improving safety around Kin Beach and 25th Avenue.
    - Ensuring new development benefits current residents and does not exacerbate existing social challenges.

7. *Consult with Indigenous Communities and Respect Treaty Lands:* Some respondents flagged the need for meaningful Indigenous engagement. Recommendations included:
    - Not developing Commonage lands unless Indigenous rights and perspectives are fully respected.
    - Developing the vision in partnership with the Okanagan Indian Band and recognizing their governance over portions of the area.

Neutral and Ambivalent Feedback Across All Centres

Across the five centres, a subset of respondents expressed neutral, uncertain, or ambivalent views toward the draft visions. These respondents did not indicate support or opposition but instead often shared concerns about clarity, accessibility, and personal relevance. While significantly less frequent than other forms of feedback, these responses revealed cross-cutting issues that merit attention to ensure that all residents can meaningfully engage with and assess the City's long-term planning work going forward:

1. *Requests for More Information:* A significant number of neutral respondents noted that they were unable to form an opinion due to a lack of detailed or understandable information. Some said the language in the draft visions was too vague or generalized, making it hard to determine what practical outcomes would result from the vision and plans. Others pointed to the absence of clear explanations on how changes in land use or zoning designations—particularly the shift to terms like "neighbourhood-urban" or "village centre"—would affect density, housing types, or transportation. Several respondents said they needed to "learn more" or that they had not seen a "concise enough demonstration of pros and cons" to make an informed judgment.

2. *Map Accessibility and Design Issues: Some* respondents flagged challenges with the visual materials provided in the engagement process, particularly the area maps. A common concern was that the maps were not accessible to colourblind users, with multiple individuals explicitly stating they could not distinguish the land use colours used. Others noted that the maps were too small or low resolution to allow meaningful interpretation, especially for areas they were less familiar with. These limitations created barriers to participation and made it difficult for respondents to understand what specific changes were being proposed.

3. *Cynicism or Distrust of the Process:* A group of neutral respondents conveyed skepticism or frustration with the planning and consultation process itself. Some stated that the City would "do what it wants regardless of input," and that consultation was simply a "feel-good exercise." A few pointed to past experiences where public feedback was not reflected in final decisions and expressed doubts that meaningful change would result from this round of engagement. While not widespread, these comments suggest the need to reinforce transparency, follow-through, and accountability in future planning initiatives.

4. *Low Personal Relevance or Area Familiarity:* Finally, a small number of responses reflected limited familiarity with the specific neighbourhoods being discussed. These respondents noted that they "never go there," were "not in the area frequently enough," or that a particular centre was "not relevant" to them. Others indicated that they were new to Vernon or unfamiliar with what amenities or issues were present in certain areas. In some cases, this lack of local knowledge led respondents to simply defer judgment or state that they were "fine either way."

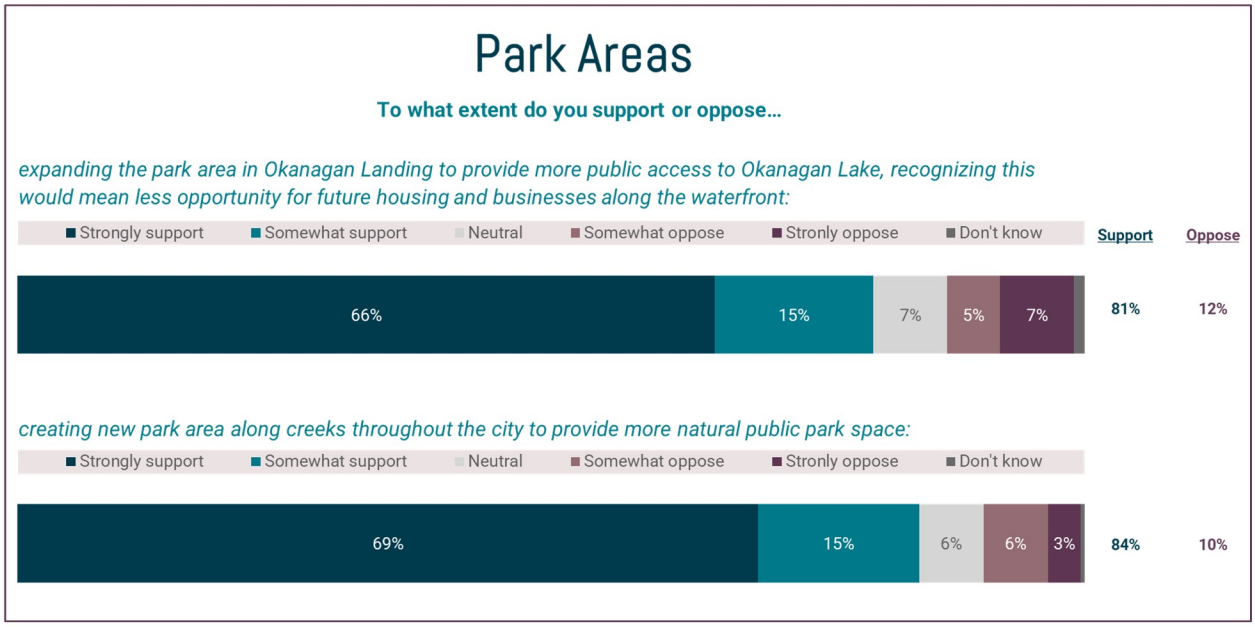
Taken together, these neutral and ambivalent perspectives offer insight into potential blind spots in both the content and delivery of the draft visions. Addressing these issues through clearer communication, better visuals, and more responsive engagement could help expand participation and trust among those who currently feel disconnected from the process.

Park Areas

The survey also addressed park areas specifically in Okanagan Landing as well as generally throughout the city. Respondents were highly supportive of the idea of more parks.

There was strong support for expanding the park area in Okanagan Landing to provide more public access to Okanagan Lake, recognizing this would mean less opportunity for future housing and businesses along the waterfront. Two thirds of respondents (66%) strongly supported this, with another 15% somewhat supportive. On the other hand, 12% were opposed.

At the same time, seven in ten (69%) were strongly supportive of creating new park areas along creeks throughout the city to provide more natural public park spaces, with another 15% somewhat supportive. One in ten (10%) were opposed.



Final Thoughts on Centres

Respondents were also asked to add final comments on the draft centres. These comments reflected strong engagement, a mix of appreciation and concern, and a broad set of priorities for Vernon's future. While some praised the City's ambition and community-driven direction, others highlighted missing elements, contradictions, or implementation concerns. The following themes emerged most frequently from the feedback:

1. *Opposition to Urban Sprawl and the Commonage Proposal:* Many respondents expressed strong opposition to the proposed 580 Commonage Road development and other hillside expansions. They viewed this kind of growth as inconsistent with the OCP's vision, particularly its commitment to densification, infrastructure efficiency, climate resilience, and natural area protection.

2. *Support for Infill, Density, and Urban Core Revitalization:* There was strong support for focusing growth within existing urban areas, particularly downtown. Respondents advocated for more high-density housing, including apartments and mixed-use buildings, and called for vibrant, walkable neighbourhoods that support arts, nightlife, local retail, and active transportation.

3. *Environmental Protection and Green Space Preservation:* Environmental concerns were widespread. Many respondents stressed the importance of protecting wetlands, forests, wildlife corridors, and waterways. They advocated for the daylighting of buried streams, expanded park space, riparian buffers, and stronger alignment with the City's climate action plan.

4. *Housing Affordability and Diversity:* While some respondents expressed support for higher-end development, the majority emphasized the need for affordable housing and the inclusion of diverse formats such as rentals, tiny homes, and multigenerational living. Concerns were raised about gentrification, exclusionary zoning, and lack of housing for low- and middle-income residents.

5. *Infrastructure Readiness and Servicing Equity:* Many emphasized that growth must be matched by investment in core infrastructure such as sewer upgrades, road networks, and utilities. Several expressed concern that new development is being prioritized over maintaining or completing existing servicing needs, particularly in older neighbourhoods.

6. *Downtown Safety and Social Conditions:* Safety in the downtown core was a recurring theme. While some advocated for more enforcement and bylaw presence, others called for expanded social services, transitional housing, and better strategies for supporting unhoused residents. There was a general consensus that revitalization must address these realities.

7. *Desire for Public Amenities and Recreation:* Many respondents asked for more parks, natural spaces, trails, public washrooms, and family-friendly recreation facilities. There was also strong interest in lakefront activation, including public access, restaurants, and gathering places that enhance livability and tourism.

8. *Concern About Implementation and Accountability:* Several respondents questioned whether the OCP would be meaningfully implemented and asked the City to adhere to its stated goals, especially regarding sprawl and environmental protection. There was also concern that repeated community feedback on past plans has not been consistently reflected in decision-making.

9. *Mixed Reactions to the Village Centre Concept:* While some supported the idea of village centres, others felt the approach lacked clarity or equity. A few noted that the densification focus appeared to be placed disproportionately on lower-income areas, while wealthier neighbourhoods remained unchanged.

Review of Draft Major Transportation Projects

Draft Major Transportation Projects

In the process of the Transportation Plan (TP) review, over 170 transportation projects were identified through technical studies. These were then evaluated using a prioritization framework to determine which projects should move forward first, and when. These criteria were guided by best practices in transportation, as well as strong community input, with clear priorities emerging such as safer streets, expanded walking and biking routes, and creating more welcoming public spaces. Key takeaways from this evaluation process showed a need to focus on investment in high-traffic areas, filling key transportation network gaps, improving safety, planning for growth, and aligning with community values.

The City identified a number of draft Major Projects which include corridor upgrades, key intersection improvements, and new walking and biking routes that form the backbone of Vernon's transportation network.

As these are all large projects with significant costs, and some are dependent upon other initiatives, for example those proposed under the Official Community Plan, not all projects can be started at once. Therefore, a proposed timeline was established. This timeline divides the projects into short term (in the next five years), medium term (in the next five to 10 years) and long term (in the next 10-20 years). These timelines are a guide and are subject to change.

Draft Minor Projects play a supporting role. These smaller upgrades help improve traffic flow, close network gaps, and strengthen neighbourhood connections. They can be done faster and will cost less.

Together, both types of projects work toward a more complete, connected, convenient and accessible transportation system.

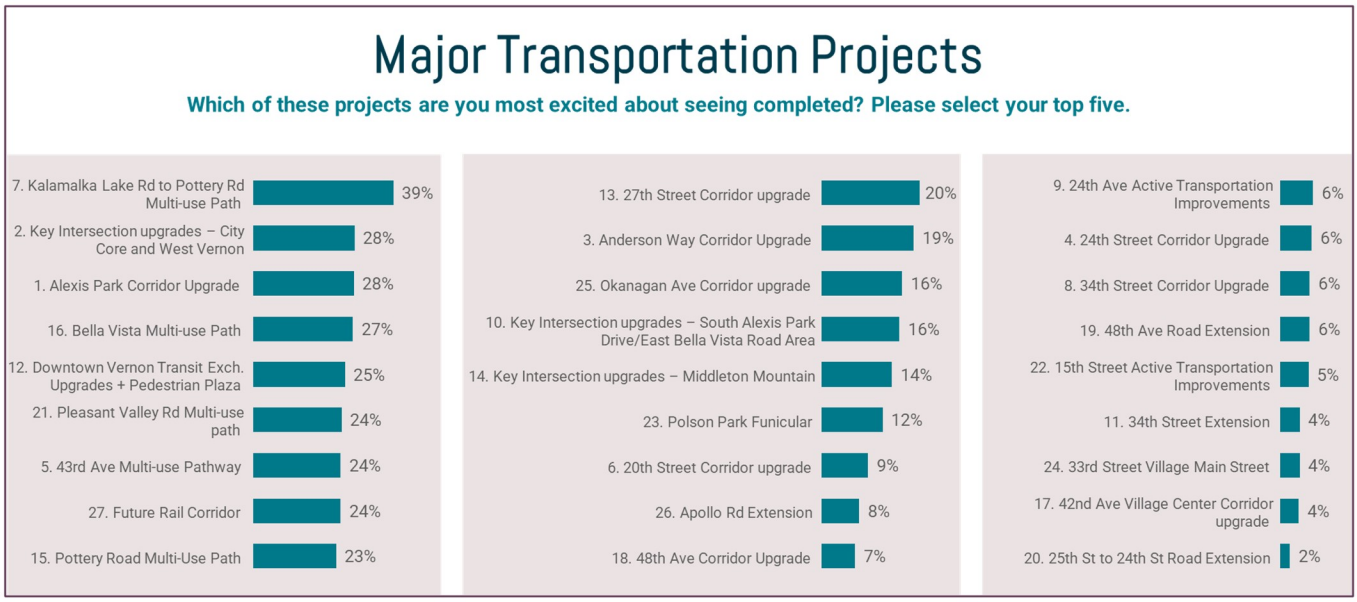
Survey respondents were provided with background information on the 27 major projects, including the following map:

Top Five Projects

Respondents were asked to select the top five draft projects they were most excited to see completed from the list of 27. This means that the results below reflect relative preferences among the options presented, rather than overall importance.

The most popular project was the multi-use path from Kalamalka Lake Road to Pottery Road, chosen in the top five by 39% of respondents. All other top ten projects were all selected by between 20% and 30% of respondents:

- Key Intersection Upgrades - City Core and West Vernon (28%)
- Alexis Park Corridor Upgrade (28%)
- Bella Vista Multi-use Path (27%)
- Downtown Vernon Transit Exchange Upgrades and Pedestrian Plaza (25%)
- Pleasant Valley Rd Multi-use path (24%)
- 43rd Ave Multi-use Pathway (24%)
- Future Rail Corridor (24%)
- Pottery Road Multi-Use Path (23%)
- 27th Street Corridor upgrade (20%)



Feedback on the Projects

This section summarizes qualitative feedback on each draft major transportation project, highlighting key themes, support, concerns, and suggestions. While feedback volume varied, the insights provide a snapshot of community perspectives to help inform prioritization, design, and implementation. It must also be noted that some comments discussed areas that are out of the City's jurisdiction and as such cannot be acted upon as part of its transportation planning. This is particularly the case for all comments and suggestions related to provincial highways.

No specific comments were received on the following draft projects:

- Project 11: 34th Street Extension
- Project 17: 42nd Avenue Village Centre Corridor Upgrade
- Project 18: 48th Avenue Corridor Upgrade North Vernon
- Project 19: 48th Avenue Road Extension
- Project 22: 15th Street Active Transportation Improvements
- Project 24: 33rd Street Avenue Village Center Corridor Upgrade

General comments on the Transportation Plan, such as those related to transit access, infrastructure priorities, or information clarity, are summarized separately because they were not tied to a specific project.

Project 1: Alexis Park Corridor Upgrade

Feedback on the Alexis Park Corridor Upgrade centered on the need to improve safety and comfort for active transportation users. While the number of direct comments was limited, those submitted clearly pointed to concerns about current conditions along Alexis Park Drive, especially for cyclists and families with children. The existing infrastructure was perceived as unsafe due to traffic speed and bike lanes that merge with vehicle lanes. There was a desire for physically separated bike lanes and a more comfortable corridor connecting to the new Active Living Centre.

A number of comments also referred to the intersection at 32nd Avenue and Alexis Park Drive, identifying it as a dangerous crossing point for pedestrians and school-aged children. While this technically relates to Project 10c, it reflects the importance of treating the corridor and its intersections as an integrated system. Overall, feedback on this draft project supported the upgrade's intent but underscored that basic safety, physical separation, and thoughtful intersection design must be prioritized for it to meet community expectations.

Project 2: Key Intersection Upgrades – City Core and West Vernon

Comments specific to this draft project focused on two themes: the need to address key traffic pinch points, and concern about how intersections are being redesigned.
While support existed for improving these intersections generally, the tone of the feedback indicated that the solution should fit the context. Respondents urged the City not to default to roundabouts and to ensure that design changes are informed by actual intersection performance and public understanding.

Project 3: Anderson Way Corridor Upgrade

Community feedback on the draft Anderson Way Corridor Upgrade included one direct comment, which criticized the Anderson area's recent development for lacking sidewalks and bike lanes, urging the upgrade to include full active transportation connectivity.

Project 4: 24th Street Corridor Upgrade

Several comments pointed to 24th Street as an area in need of attention, for example describing it as neglected or unsafe for walking and biking. The intersection at 24th Street and 58th Avenue was also singled out as particularly dangerous and complex due to high traffic volume and unclear navigation. Another concern was the lack of connected sidewalks along 24th Street, reflecting broader frustration with incomplete pedestrian infrastructure in the area.

Project 5: 43rd Avenue Multi-use Pathway

Feedback on 43rd Avenue indicated strong support for advancing multi-use path improvements, emphasizing the corridor's importance as an underserved east-west route. Respondents expressed frustration that bike infrastructure was not implemented earlier and stressed the need for a fully separated, safe facility to ensure higher use and address a long-standing gap in the cycling network.

Project 6: 20th Street Corridor Upgrade

Feedback from residents living along 20th Street was generally supportive of this project, with particular emphasis on pedestrian and cyclist safety. The comments emphasized that while the corridor upgrade was welcomed, it must go beyond infrastructure alone to include enforcement, traffic calming, and visual cues that slow vehicles and protect vulnerable users, especially children and pedestrians. Several comments described the corridor as dangerous due to speeding, especially near schools and crosswalks and called for traffic-calming measures such as speed bumps and illuminated signage to improve driver compliance at key intersections. There was also concern about the street being narrowed for two-way traffic without adequate planning for safety or flow.

Project 7: Kal Lake Road to Pottery Road Multi-use Path

Feedback related to this draft project was strongly supportive, with a consistent emphasis on safety and connectivity. Several comments described how dangerous it currently feels to cross Highway 6 near Pottery Road, especially for families on bikes. The connection between East Hill and Kal Lake Road was seen as essential but currently intimidating due to high vehicle speeds and insufficient protection for non-motorized users. Residents expressed enthusiasm for this draft project, viewing it as a needed fix for a key east-west gap in the active transportation network and going a long way to significantly boost public use.

Project 8: 34th Street Corridor Upgrade

The comments tied to this draft project focused primarily on the proposed roundabout at Okanagan Avenue and 34th Street (location 8a). Feedback was divided: one respondent supported the roundabout, citing increasing congestion and side-street traffic as justification for the upgrade. Another disagreed, noting that the intersection currently functions well and that a roundabout may complicate traffic flow rather than improve it. A broader concern appeared in related feedback questioning the City's general reliance on roundabouts, suggesting that they are being applied too broadly without context-sensitive analysis. While opinions were split, the responses suggested that if a roundabout is pursued here, the City should provide clear justification for its necessity and ensure the design aligns with actual traffic conditions.

Project 9: 24th Avenue Active Transportation Improvements

Comments about the draft 24th Avenue improvements highlighted support for improvements as there were concerns about its current conditions. Suggestions included adding multi-use pathways on both sides to reduce crossings and improve usability.

Project 10: Key Intersection Upgrades – South Alexis Park Drive / East Bella Vista Road Area

Most feedback on this draft project focused on the intersection at Alexis Park Drive and 32nd Avenue (location 10c). Multiple comments described this as a high-risk crossing, particularly for schoolchildren and transit users. Speeding vehicles and drivers ignoring traffic signals were key

safety concerns, with some commenters reporting near misses. Suggestions included adding lower-mounted traffic lights for better visibility and relocating nearby apartment complex access to reduce traffic buildup in the intersection.

There was also frustration that this intersection has been disturbed multiple times for changes already, pointing to a desire for a cohesive, long-term solution to intersection safety and traffic management.

Project 12: Downtown Vernon Transit Exchange Upgrades and Pedestrian Plaza
Comments related to the draft downtown transit exchange project highlighted both support and frustration. One respondent specifically endorsed this project as their top priority, emphasizing the need for more dedicated infrastructure to improve bus service reliability and flow. Another flagged safety issues linked to people experiencing homelessness in the area, suggesting that improvements to the exchange must also consider social and security factors.

Project 13: 27th Street Corridor Upgrade
Feedback on the draft for 27th Street highlighted a tension between its function as a major traffic corridor and the proposal to improve active transportation options. Several comments stressed the importance of maintaining 27th Street for efficient north–south vehicle flow, particularly given the limited number of through routes in Vernon. One respondent noted that it should prioritize vehicles and suggested moving bike infrastructure to quieter alternatives like 25th Street.

However, there was also recognition that 27th Street is a dangerous environment for pedestrians and cyclists, especially with the presence of heavy trucks and fast-moving traffic. Comments suggested that any upgrades should focus on calming traffic, reducing speeds, and improving safety rather than simply overlaying bike paths on a high-volume roadway.

Project 14: Key Intersection Upgrades – Middleton Mountain
Feedback on this draft project focuses specifically on the complex intersection where Highway 6 meets Middleton Way and Sarsons Road. Respondents described this junction as poorly designed and unsafe, with limited visibility and unclear turning movements. There were calls to install a protected left-turn signal from Highway 6 onto Middleton Way to reduce the risk of collisions. Drivers also reported confusion at the Sarsons Road merge point and difficulty judging safe turning gaps due to fast-moving traffic. This intersection was perceived as a priority for safety upgrades and was grouped with other high-volume problem spots in comments about congestion across the city.

Project 15: Pottery Road Multi-Use Path
Community feedback supported the creation of a multi-use path along Pottery Road. Respondents noted that this corridor is currently stressful and unsafe for active travel due to narrow shoulders, fast-moving traffic, and a lack of separation between vehicles and vulnerable users. Comments pointed out that this stretch is used by families and children, particularly those biking to school or heading toward destinations like Kal Beach or the Rail Trail, but current conditions discourage regular use. Therefore, this draft project was seen as a necessary fix to a missing link in the active transportation network.

Project 16: Bella Vista Multi-Use Path
The feedback reflected strong support for improved pedestrian and cycling infrastructure along Bella Vista Road. Respondents consistently described the corridor as dangerous, narrow, and heavily trafficked, especially near destinations like Planet Bee, Davison Orchards, and residential areas such as Crosby and Heritage Drive. Many respondents highlighted the lack of sidewalks or protected lanes, making the road unsafe for families, seniors, and tourists who often walk or cycle in the area.

There was a clear call for a separated multi-use path, not just shoulder improvements, with some suggesting interim safety measures like "Share the Road" or intersection warning signs. The road's tourism value and its role as a connector for nearby neighbourhoods heightened the urgency of action. Several comments also pointed out the need to extend the planned MUP beyond Allenby to connect safely with Tronson Road and Kin Beach, reinforcing the importance of network continuity and long-term vision for this corridor.

Project 20: 25th Street to 24th Street Road Extension
This draft project did not emerge as a major community priority, with limited feedback expressing skepticism about upgrading the alley into a full road and suggesting alternative uses such as housing. Broader comments supported making 25th Street more bike- and pedestrian-focused, advocating for reduced car traffic and safer active transportation infrastructure.

Project 21: Pleasant Valley Road Multi-Use Path
This draft project received clear support from multiple respondents, who described the existing bike lanes along Pleasant Valley Road as unsafe due to high traffic volumes. There was a shared concern for cyclist safety, and this draft project was seen as a critical missing piece in Vernon's north-south active transportation network. Respondents highlighted the importance of this corridor for daily travel and emphasized that a protected, separated multi-use path would make it significantly more usable and inviting.

Project 23: Polson Park Funicular
Feedback on this draft project was divided, with some respondents expressing strong support for the idea of a funicular to connect Polson Park with Jubilee Hill. Supporters highlighted the funicular as an innovative and accessible way to improve connectivity between the two areas, citing similar systems in other cities as positive examples. They viewed it as a bold and exciting addition that could enhance park access and downtown vibrancy. However, others questioned its practicality and cost-effectiveness, describing it as unnecessary or low priority relative to other infrastructure needs. Some expressed concern that the draft project does not address pressing transportation or safety issues and suggest funds would be better spent elsewhere. While a few noted potential benefits for mobility and tourism, this draft project was seen by others as symbolic rather than essential.

Project 25: Okanagan Avenue Corridor Upgrade
Feedback on the draft for Okanagan Avenue Corridor Upgrade was mixed. Some respondents strongly supported this draft project, citing the corridor's importance as an east-west connector and emphasizing the need for safer infrastructure for pedestrians and cyclists. These comments pointed to safety concerns related to vehicle speeds, a lack of crossing infrastructure, and current conditions that discourage active travel. However, others raised environmental concerns,

particularly regarding the corridor's ecological value and natural drainage. A smaller subset of comments also expressed skepticism about the utility of multi-use paths in general, criticizing the trade-off between road capacity and active travel space.

Project 26: Apollo Road Extension

Feedback on the proposed Apollo Road Extension reflected concerns about potential environmental and land use impacts. Several respondents expressed opposition, viewing the project as a facilitator of urban expansion and linking it to the 580 Commonage development. Comments highlighted worries about impacts on Agricultural Land Reserve areas, wildlife habitat, and the perceived contradiction with the City's environmental goals. Some also noted that existing roads, particularly Bench Row, may not be equipped to handle increased traffic without further upgrades.

Project 27: Future Active Transportation/Transit Corridor

This was one of the most enthusiastically supported draft long-term proposals in the plan. Respondents expressed strong interest in transforming the existing rail corridor into a regional active transportation and/or future transit route that would connect Vernon with surrounding communities like Kelowna and UBCO. This corridor was seen as a visionary investment that could reduce automobile dependence, support regional commuting, and align with sustainability goals. Feedback highlighted the need for multi-modal connectivity, coordination with BC Transit and RDNO, and a clear long-term implementation strategy. While some respondents felt that more immediate infrastructure needs should come first, the general tone was highly supportive, and this draft plan was viewed as a transformative opportunity for Vernon's future.

General Feedback on the Transportation Projects

In addition to draft project-specific feedback, respondents submitted a large number of general comments addressing the overall approach, priorities, and communication strategies related to the City of Vernon's draft Transportation Plan. These broad reflections provide insight into community sentiment, expectations, and concerns beyond any single proposal. While the content of these general comments was highly diverse, several recurring themes emerged across the submissions:

1. *Concerns About Overemphasis on Active Transportation:* A significant number of respondents felt the Transportation Plan prioritized cycling and walking infrastructure at the expense of vehicles, which many still view as essential to daily life in Vernon. These respondents described active transportation as "overrepresented," "idealistic," or "impractical" given Vernon's hilly terrain, aging population, extreme seasonal conditions, and car-dependent development patterns. Some cited underused bike lanes as evidence that existing investments had not delivered value. While not universally opposed to bike paths, many urged a more balanced approach that also considers parking, traffic flow, and accessibility for vehicles particularly for seniors, caregivers, service providers, and people with mobility challenges.

2. *Calls for Improved Public Transit:* The lack of adequate public transportation especially in Foothills, Predator Ridge, and East Hill was a major concern for many respondents. Several noted that existing routes are infrequent, inefficient, or entirely absent from their neighbourhoods. Suggestions included expanding service hours, adding smaller buses or

vans, and connecting bus routes to all schools and regional destinations, such as UBCO, the Kelowna airport, and Coldstream. Many residents emphasized that a strong transit network is critical for reducing car use and supporting transportation equity. A recurring concern was that Vernon's growth is outpacing transit infrastructure, leaving many communities isolated or underserved.

3. *Desire for Holistic, Long-Term Planning:* A number of respondents emphasized the need for a more integrated vision that considers regional coordination, environmental impact, emergency response, and anticipated growth. They urged the City to plan infrastructure ahead of development, rather than retrofitting services after the fact. Others advocated for multi-modal corridors that connect with regional transit, schools, and recreation areas. There was also strong support for protecting sensitive ecological areas and incorporating climate resilience into transportation planning. These comments reflect a desire to move beyond "piecemeal upgrades" toward a cohesive, future-ready strategy.

4. *Support for Safety and Accessibility Improvements:* Even among those critical of specific projects, many residents expressed support for improving safety, accessibility, and connectivity for all modes of travel. Specific priorities included traffic calming in residential areas, protected bike lanes, wider sidewalks, better crosswalks, and safer intersections, particularly near schools and senior housing. Several respondents shared personal stories of close calls or near-misses as pedestrians, cyclists, or drivers. Others emphasized the need to ensure all infrastructure aligns with the City's Age and Dementia-Friendly Plan, noting that accessible design benefits all residents.

Final Thoughts on Draft Major Transportation Projects

In closing, respondents expressed strong support for the draft plans' focus on active transportation and connectivity but highlighted gaps, implementation challenges, and unmet priorities, calling for a more inclusive, safe, and future-ready system that reflects Vernon's evolving needs.

Key themes include:

1. *Transit Expansion and Coverage:* The most frequent concern was the limited reach and reliability of Vernon's transit network. Residents across neighbourhoods including Middleton Mountain, Foothills, Predator Ridge, and rural roads expressed frustration about a lack of service or poor route frequency. Several emphasized the need for early-morning, late-night, and weekend buses, along with better connections to Kelowna, Silver Star, the airport, and major employment destinations. Calls for transit equity highlighted how essential reliable public transportation is for newcomers, students, youth, and low-income residents.

2. *Active Transportation and Connectivity:* Many respondents applauded the City's prioritization of multi-use paths and cycling infrastructure. However, they stressed the importance of continuous, protected, and well-connected routes that are safe for children, seniors, and new riders. Poor visibility, mid-block crossings, and inconsistent surfaces were all noted as barriers. Specific areas mentioned include the 25th Avenue bike path,

Kal Lake Road, East Vernon Road, and routes to the hospital and schools. Several called for more secure bike parking and facilities to support daily use.

3. *Road Safety and Traffic Calming:* A significant number of respondents highlighted concerns around traffic speed, poor visibility, and unsafe crossings, particularly near schools, intersections, and pedestrian-heavy areas. The need for improved traffic enforcement, better signage, and physical infrastructure (e.g., roundabouts, speed tables, separated sidewalks) was frequently mentioned. Residents in areas like Predator Ridge, Foothills, and Adventure Bay emphasized the danger of having only one road in or out, citing wildfire risk and lack of emergency response access.

4. *Infrastructure Alignment with Growth:* Several respondents voiced concern that transportation planning is not keeping pace with new development. They emphasized the need for integrated land use and transportation decisions ensuring infrastructure is in place before permitting new housing. Comments suggested developers should be required to contribute to transportation upgrades, and that the City needs to better coordinate long-term needs such as road capacity, emergency access, and utility infrastructure.

5. *Accessibility and Inclusion:* Respondents stressed the importance of designing systems that work for all residents, not just drivers or cyclists. Seniors, people with disabilities, and families were mentioned as groups often excluded from current planning. The rapid loss of on-street parking in central neighbourhoods was seen as a barrier to social connection, independence, and even barriers to running daily errands. Others noted that Vernon must do more to support walking, transit, and cycling in a way that accommodates age, income, and physical ability.

6. *Environmental Sustainability and Air Quality:* Many comments urged the City to prioritize environmentally responsible planning. Dust and air pollution from poor road maintenance were frequently mentioned, as were concerns about sprawl into agricultural and ecologically sensitive lands. Protecting wetlands, riparian areas, and natural migration corridors was emphasized, with transportation seen as both a risk and opportunity for sustainable development.

7. *Highway 97 and Regional Mobility*: Several respondents pointed to Highway 97 as a longstanding problem for both function and aesthetics. Ideas ranged from constructing a bypass to improving visual appeal for visitors. The road was described as unsafe, unattractive, and a barrier to downtown vibrancy. Others emphasized the need for clearer collaboration with the Province on highway improvements.

8. *Vehicle Access and Parking:* While many supported active and public transportation goals, a notable group of respondents warned against neglecting vehicle needs. Concerns were raised about the disappearance of parking, particularly in denser or mixed-use areas, and the impacts on residents who must commute or rely on cars for mobility. Parking adequacy was framed as essential to balancing livability with growth.

Additional General Neighbourhood Insights

Respondents were asked to think about the area where they live, and to provide comments about drafted changes in their neighbourhood. Following are the themes from this feedback. Where possible, the neighbourhood of the respondents are indicated.

District 1 – City Centre

Alexis Park

Comments from Alexis Park residents highlight a mix of support and concern regarding proposed changes. While some respondents welcome increased connectivity and mixed-use development, others raise issues related to density, traffic, and neighbourhood livability. Key themes include:

1. *Concerns About Increased Density and Traffic:* Several respondents were concerned that more housing and commercial development could strain local infrastructure and increase congestion. Safety for pedestrians, particularly children, was a common concern.

2. *Calls for Slower Traffic and Safer Streets:* Speeding along Alexis Park Drive was frequently mentioned. Respondents wanted lower speed limits and traffic calming to reduce risks for people walking or biking.

3. *Support for Walkability and Amenities:* Some respondents saw Alexis Park as well-suited to future growth due to its central location and walkability. Suggestions included better micromobility options and more local amenities.

4. *Basic Maintenance Needs:* Some mentioned the need to prioritize repaving and road repairs, with one respondent noting that their area felt left out of the current plans.

5. *Need for Diverse Housing Options:* A desire for more ownership opportunities—not just rental housing—was also noted, with one respondent hoping for smaller condos as part of future redevelopment.

City Centre

Respondents who lived in the City Centre shared a range of feedback reflecting both optimism and concern. While many supported revitalization and downtown growth, others emphasized the need for basic infrastructure improvements and attention to livability. The most common themes included:

1. *Desire for Downtown Revitalization and Housing:* Many respondents expressed strong support for increasing housing in the city core, particularly multi-storey apartments. Several noted that higher density could bring vibrancy and stability to downtown businesses.

2. *Concerns About Social Challenges and Safety:* Public disorder, particularly in Polson Park and near the Upper Room Mission, was raised as a deterrent to using local green spaces. Residents called for action to address drug use, loitering, and public safety concerns.

3. *Support for Improved Pedestrian and Cycling Infrastructure:* Respondents wanted safer sidewalks, lighting, and crosswalks, along with more bike-friendly roads and protected paths. Improved access from East Hill to downtown, including across Highway 6, was a specific request.

4. *Calls for Environmental and Aesthetic Improvements:* Some respondents highlighted the need to better protect local waterways and enhance the visual appeal of Highway 97, particularly as a key tourism corridor.

5. *Frustration with Construction and Traffic Flow:* A few respondents expressed fatigue with ongoing construction and stop-and-go traffic downtown. Road improvements and better traffic management were top priorities for these respondents.

Harwood

Residents in Harwood provided a broad range of detailed feedback, reflecting both enthousiasm for growth and concerns about safety, livability, and balanced planning. While many respondents support improvements, they emphasized the need to address local traffic and infrastructure realities. Key themes included:

1. *Support for Density and Urban Development:* Several respondents voiced strong support for infill housing, mixed-use zoning, and walkability improvements. Many welcomed the shift toward a more urban, connected neighbourhood and noted they had chosen to live in Harwood in anticipation of such changes.

2. *Concerns About Safety and Speeding:* Traffic safety was a recurring concern, particularly on 20th Street, 25th Street, and near schools and parks. Respondents called for speed reduction measures, better signage, and enforcement to protect pedestrians and children.

3. *Mixed Views on Multi-Use Paths:* There was both support for and criticism of proposed multi-use paths, especially on 43rd Avenue and Pleasant Valley Road. While some applauded expanded bike infrastructure, others raised concerns about reduced road capacity, conflicts with pedestrians, and loss of parking.

4. *Parking Pressures and Site-Specific Complaints:* Many respondents expressed frustration with growing parking limitations, particularly near new developments and multi-use corridors. Some urged the City to ensure adequate, functional parking is retained alongside active transportation improvements.

5. *Environmental and Aesthetic Suggestions:* Respondents offered suggestions to improve neighbourhood aesthetics and environmental stewardship, including traffic-calming landscaping, sound and pollution reduction, compost infrastructure, and irrigation along key corridors.

6. *Desire for Connectivity and Access to Nature:* There was interest in better pedestrian access to destinations like Swan Lake trails, along with a broader call for well-connected, continuous multi-use pathways that avoid unsafe gaps or transitions.

North Vernon

Feedback from North Vernon residents reflected a mix of long-term planning concerns and strong interest in rethinking the area's designation and role within the city. Respondents raised issues related to land use, infrastructure, and traffic, along with differing views on growth and mobility. Key themes included:

1. *Calls to Recognize North Vernon as a Village Centre:* Multiple respondents felt that North Vernon functions as a village centre and should be officially designated as such. They described the area as already majority residential with local activity patterns that justify mixed-use planning and investment in services and infrastructure.

2. *Mixed Views on Density and Urban Form:* Some respondents supported increasing density and affordable housing in central areas to prevent sprawl and reduce infrastructure costs. Others were skeptical of planning concepts like 15-minute cities, viewing them as restrictive or ideologically driven.

3. *Concerns About Infrastructure and Resource Capacity:* There were recurring concerns about the long-term sustainability of infrastructure, particularly regarding water supply and sewer systems. Respondents emphasized the need to align growth with the city's capacity to service new development.

4. *Desire for Safer, Multi-Modal Transportation:* Respondents voiced support for upgrades to Pleasant Valley Road and improvements to safety for all users. Suggestions included better connectivity and designated parking for scooters and e-bikes if they remain part of the transportation network.

Polson

Feedback from Polson-area residents focused on transportation safety and access issues, particularly around Highway 6 and Kalamalka Road, which was described as hazardous due to illegal turns, frequent accidents, and poor access to Polson Park Mall. There was a suggestion to improve mall connectivity to nearby traffic signals and reroute access through Pottery Road. One respondent emphasized the lack of safe pedestrian infrastructure, citing the urgent need for a sidewalk from Pottery Road to Fitness West and better walkability between East Hill and key destinations like downtown and the movie theatre.

South Vernon

Residents of South Vernon provided varied feedback that emphasized the need for basic infrastructure upgrades, better transit, and family-friendly amenities. While some were optimistic about planned changes, others pointed to long-standing maintenance issues and gaps in local services. Key themes included:

1. *Calls for Street and Infrastructure Improvements:* Respondents highlighted deteriorating road conditions, particularly on 24th Avenue, Okanagan Avenue, and local cul-de-sacs near Fulton Secondary. Speeding and lack of traffic calming were also noted as concerns, with suggestions for speed bumps or other control measures.

2. *Demand for Better Transit Service:* Several respondents emphasized the need for longer hours and more frequent bus service, especially in areas with multi-family or low-income housing, such as Allenby Way and Heritage Drive.

3. *Desire for Family-Friendly and Inclusive Spaces:* Comments reflected a desire for safe, accessible environments for families and children, including parks, nature features, and more rental housing options within reach of amenities.

4. *Interest in Bold, Visionary Redevelopment*: One respondent called for the transformation of underutilized areas—particularly near Vernon Creek—into vibrant, high-density housing and public green space. This was framed as a major opportunity to meet future needs while enhancing quality of life.

West Vernon

One West Vernon resident expressed concern about parking impacts from the proposed multi-use path on 32nd Avenue, while another shared frustration with the limited bus frequency and connectivity and emphasized the need to extend transit service to Westside Road.

District 2 – Hills

East Hill

East Hill residents submitted extensive and detailed feedback, expressing strong views on transportation, safety, growth, and the overall direction of planning in the neighbourhood. While many welcomed the emphasis on active transportation and infill, others raised concerns about traffic, infrastructure, and local impacts. Key themes included:

1. *Widespread Support for Active Transportation (With Conditions):* Many respondents expressed strong support for new multi-use pathways, bike lanes, and walkability improvements, especially connections to schools, downtown, and surrounding trails. However, several also emphasized the need for ongoing maintenance, cleaner surfaces, and careful integration to avoid conflicts with vehicles or parking loss.

2. *Traffic Safety and Speed Control Are Major Concerns*: Speeding and cut-through traffic were frequently mentioned, particularly on 25th Street, 35th Avenue, 32nd Avenue, and 39th/43rd Avenues. Respondents called for traffic calming, better enforcement, and improvements around school zones and pedestrian corridors.

3. *Mixed Views on Bike Infrastructure and City Spending:* While many supported biking improvements, a number of respondents were skeptical of the cost, placement, and usage levels of existing bike lanes. The 32nd Avenue lanes and recent roundabout projects were singled out as unnecessary or poorly prioritized by some.

4. *Desire for More Green Space and Public Amenities:* There were multiple calls to increase public green spaces, walking trails, and community parks, particularly near Pottery Road, Francis Street, and upper East Hill. Suggestions included more native landscaping and improved access to existing parks.

5. *Strong Support for Infill and Densification:* Many respondents voiced enthousiasm for increasing density through multi-unit housing, secondary suites, and mixed-use development, especially near transit corridors and 15th Street. Some called for more diverse housing options, including rentals, seniors' housing, and small commercial uses on corner lots.

6. *Concerns About Bus Routing and Transit Efficiency:* Transit feedback included calls for more direct and frequent service, bus stops near schools, and better bi-directional routes along major streets like 27th Avenue. Several respondents noted that current routes are indirect or underused, especially in upper East Hill.

7. *Site-Specific Infrastructure and Redevelopment Ideas:* Respondents identified specific roads needing upgrades, such as 30th Avenue, 25th Avenue, Mutrie Road, and Francis Street, citing safety issues for pedestrians and cyclists. Some proposed redevelopment of key intersections (e.g., 43rd and Pleasant Valley) and larger-scale planning for underutilized areas.

Middleton Mountain

Residents of Middleton Mountain offered targeted feedback focused largely on intersection safety, infrastructure gaps, and regional transit needs. While some respondents felt their area was not significantly impacted, others emphasized specific transportation priorities. Key themes included:

1. *Intersection Safety and Traffic Flow:* Several respondents flagged the Middleton Way and Highway 6 intersection as dangerous, particularly for Sarsons Road access, which is expected to worsen with nearby development. There was strong support for intersection improvements, including dedicated turn arrows at key junctions like 11th Avenue and Kalamalka Lake Road and Middleton and Highway 6.

2. *Public Transit Expansion and Accessibility Gaps:* Respondents expressed interest in expanded BC Transit service, including routes connecting elementary schools, Silver Star Mountain, and Kelowna Airport. Others raised concerns that existing routes are too infrequent or poorly aligned with real travel needs, reinforcing continued reliance on private vehicles.

3. *Desire for Improved Visibility and Road Markings:* One respondent noted that faded or unclear lane markings make night driving hazardous, particularly during poor weather, suggesting improved road paint and signage are needed.

4. *Mixed Views on Neighbourhood Boundaries and Planning Logic:* A comment proposed reorganizing neighbourhood groupings, suggesting that Middleton Mountain, East Hill, and the VJH area should be treated as a single planning unit, while Alexis Park and Mission Hill should form another, split at 32nd Street.

5. *Need for Realistic Parking Solutions:* One respondent emphasized that the current planning approach underestimates parking demand, especially in multi-tenant households where each adult typically owns a car. There was a call for future planning to reflect these lived realities.

Mission Hill

Feedback from Mission Hill residents focused on traffic flow, bike infrastructure, and the future evolution of key corridors. While some respondents were satisfied with the proposed plans, others identified specific problem areas and planning opportunities. Key themes included:

1. *Traffic Congestion at Key Intersections:* Multiple respondents identified congestion challenges near Okanagan Landing Road, particularly where traffic enters from Predator Ridge and Commonage Road. Long waits and poor sightlines were noted, with calls for intersection upgrades and better traffic flow management without adding more signals on Mission Hill Road.

2. *Support for Active Transportation and Corridor Revitalization:* There was support for enhancing bike and pedestrian infrastructure, especially along 30th Avenue and Okanagan Avenue. Respondents envisioned these corridors as quieter, livable spaces with gentle density, street trees, and neighbourhood-scale commercial to support walkability.

3. *Parking and Bike Lane Conflicts:* One respondent strongly opposed allowing parking in bike lanes, calling for clear and enforced separation to protect cyclists and ensure infrastructure functions as intended.

4. *Focus on Family-Friendly Amenities:* Another respondent encouraged the City to prioritize indoor family activities and rethink outdated bylaws, such as those restricting arcades or similar youth-oriented spaces. This feedback reflects a desire for social infrastructure that meets the needs of younger families and teens.

District 3 – Okanagan Landing

Adventure Bay

Residents of Adventure Bay highlighted poor road conditions and the lack of safe walking and cycling infrastructure, particularly along Tronson Road and connecting corridors. These respondents emphasized the need for public transportation options and trail connections, including a proposed link to The Rise. Concerns were also raised about being excluded from planning efforts, despite paying taxes, and a desire to be better integrated into the city's active transportation and service networks.

Bella Vista East

Comments from Bella Vista East residents reflected consistent and detailed concerns about pedestrian and cycling safety, particularly along Bella Vista Road. Respondents also emphasized the need for improved transit and more inclusive infrastructure to match the area's growing population. Key themes included:

1. *Strong Support for Active Transportation Improvements:* There was a high level of support for the Bella Vista multi-use path, with repeated calls to extend the path eastward toward Crosby Road, Flemish Road, Dunsmuir, and Appaloosa to connect with existing residential areas. Respondents described Bella Vista Road as unsafe for walking or cycling due to narrow shoulders, high traffic volumes, and limited driver awareness of pedestrians.

2. *Desire for Safe Trail and Network Connections:* One respondent proposed a connection between the Grey Canal Trail and Davison Orchards, which would improve both recreation access and non-vehicle connectivity. Others noted that cyclists must currently "take the lane" to remain safe, underscoring the need for protected or buffered paths.

3. *Public Transit and Frequency Concerns:* There was interest in better transit service to Okanagan Landing, with respondents suggesting smaller, more frequent buses that match local needs. Transit was framed as a practical tool for reducing vehicle reliance, particularly as the area grows.

4. *Balancing Amenities with Core Needs:* A respondent encouraged the City to prioritize essential services over recreational amenities, pointing to a severe lack of housing and the need to focus on broader community needs alongside active transportation planning.

Bella Vista West

Feedback from Bella Vista West residents revealed a mix of concerns over public safety, opposition to densification, and a desire for improved lake access and local services. While some felt the area was functioning well as-is, others highlighted specific infrastructure and planning challenges. Key themes included:

1. *Concerns About Safety and Public Space Management:* Respondents expressed frustration about the state of public spaces near the Highway 97 entrance, citing issues like shopping cart accumulation, unregulated camping, open drug use, and a lack of enforcement in areas such as Lakeshore Park and Polson Park. These conditions were described as deterring families from using local parks and undermining community safety.

2. *Opposition to Densification and Hillside Development:* Some respondents strongly opposed further residential development in neighbourhoods like Cameo Drive and Lakeridge, and emphasized the need to preserve natural hillside areas on The Rise. Environmental concerns such as drought resilience and wildfire mitigation were cited as more urgent planning priorities.

3. *Lakefront Vision and Accessibility:* There was a recurring call for a more vibrant, publicly accessible lakefront, with one resident advocating for a boardwalk with shops and

restaurants rather than additional private residences. Others stressed the importance of ensuring that lake and beach access is equitable and not limited to high-income residents.

4. *Need for Local Services and Amenities:* Respondents noted a lack of local retail and essential services, suggesting that development should focus on supporting residents' daily needs rather than purely catering to tourism. The integration of commercial services was framed as key to both livability and economic vitality.

Blue Jay

The feedback from Blue Jay residents highlighted concerns about being overlooked in the planning process, specifically along Goose Lake Road, and called for better inclusion in city infrastructure upgrades. One respondent also pointed to the need for improved bike infrastructure along Old Kamloops Road and flagged challenges reading the engagement maps due to poor colour contrast, suggesting a need for more accessible materials.

Ellison

In Ellison, feedback centered on preserving rural character and addressing basic infrastructure needs. One resident expressed strong opposition to new development in the Commonage area, citing its ecological significance as habitat for endangered species and a vital wildlife corridor. There was also a suggestion to repair Eastside Road, which is seen as deteriorating despite being a heavily used route to Ellison Park. Other concerns included rising taxes, skepticism toward perceived "make-work" projects like roundabouts or a new cultural centre, and the need to ensure that all new development includes safe shoulders, sidewalks, and multi-use infrastructure.

Okanagan Landing

Residents in Okanagan Landing provided a high volume of feedback, reflecting a broad range of concerns about infrastructure, environmental protection, transportation safety, and the future character of the area. While some welcomed new amenities and investment, many emphasized that the area lacks the foundational infrastructure needed to support further growth. Comments also highlighted a tension between aspirations for tourism-oriented development and preserving the natural landscape and rural feel.

1. *Infrastructure Deficiencies and Growth Pressures:* A dominant theme in the feedback was the current lack of adequate infrastructure—including sidewalks, safe shoulders, street lighting, and sewer systems—across the Landing. Respondents emphasized that basic upgrades must precede or accompany any new development, noting that many roads, such as Okanagan Landing Road, Cameo Drive, and Apollo Road, are narrow, poorly maintained, and dangerous for pedestrians and cyclists. Several warned that without careful planning, the area could become overwhelmed by traffic and urban sprawl.

2. *Transportation Safety and Active Travel:* Concerns about unsafe conditions for walking and biking were widespread. Many called for the completion and expansion of multi-use paths, especially along Okanagan Landing Road, Bella Vista Road, and Okanagan Avenue. Speeding and traffic congestion were frequently mentioned, particularly near schools and along key corridors. Respondents also advocated for traffic calming, speed enforcement,

and better transit service, including more frequent buses and improved connections to schools and shopping areas.

3. *Environmental Protection and Opposition to Wetland Development:* Numerous comments voiced strong opposition to development proposals near sensitive wetland areas, particularly at the intersection of Lakeshore and Okanagan Landing Road. Citing the City's own environmental mapping and natural asset studies, respondents stressed the ecological value of these habitats—home to species such as painted turtles, herons, and beavers—and argued that any intrusion would permanently damage the area's biodiversity. Several urged the City to honour conservation goals and protect riparian corridors and ALR lands, especially in areas like the Hesperia property and Vernon Creek.

4. *Support for Walkable, Mixed-Use Village Centre:* Many respondents expressed interest in developing a more walkable, vibrant commercial hub in the Landing area, calling for small shops, cafes, and gathering places near the waterfront and the Buy-Low plaza. There were specific suggestions to add community amenities like parks, bridges across Vernon Creek, and upgraded public spaces. However, support was contingent on the vision being balanced with appropriate building heights, thoughtful design, and clear preservation of public access to the lake.

5. *Tourism, Housing Diversity, and Neighbourhood Character:* While some welcomed growth and tourism opportunities, others were skeptical. Concerns were raised about the disappearance of designated resort commercial areas and the apparent lack of hotel or short-term accommodation planning. Several respondents opposed further densification, particularly large-scale apartment buildings, advocating instead for entry-level single-family homes with suites, and preservation of the area's quiet, family-oriented character.

Rise/Okanagan Hills

Residents from The Rise and Okanagan Hills emphasized the need for better connectivity and transportation safety, particularly along Bella Vista Road, where narrow shoulders make walking and cycling unsafe. These respondents noted the lack of transit service to the area and suggested options like a community bus or even a funicular to improve access. There was also concern that the neighbourhood appears underrepresented in the draft plan, despite ongoing growth and increasing local travel demand.

Turtle Mountain

Respondents from Turtle Mountain noted the lack of transit service as a key concern. Specifically, they requested city bus access closer to Turtle Mountain Boulevard and the Grey Canal Trail, citing long uphill walks for students and residents. While no direct changes are proposed for the area, respondents expressed a desire for better integration into the broader transit network.

Waterfront

One respondent from the Waterfront area recommended improving the bike paths along 25th Avenue by consolidating them onto one side of the road. This change was suggested to eliminate the need for multiple crossings, thereby improving both the efficiency and safety of the cycling route.

District 4 – Outlying areas

Commonage

Feedback from Commonage residents emphasizes the need for improved transportation infrastructure to match current and future population growth. One respondent called for a safe walking and biking path along Commonage Road, citing safety concerns. Others expressed frustration about the lack of transportation planning, particularly the absence of BC Transit service to local elementary schools, highlighting a disconnect between development and public service provision.

Foothills

Feedback from Foothills residents emphasized concerns about emergency preparedness, transportation limitations, and infrastructure gaps. While some respondents were pleased with recent pathway additions, most comments highlighted planning challenges in this growing hillside community. Key themes included:

1. *Emergency Access and Fire Protection:* Many respondents expressed concern about having only one road in and out of the neighbourhood, particularly in the event of wildfires. Several called for a secondary exit route and suggested shifting fire response to the nearer BX firehall to improve safety and response times.

2. *Lack of Transit and Active Transportation Connections:* Respondents noted the absence of public transit in the area and requested better links to schools and the downtown. There was support for continuing and connecting multi-use paths, but also calls for greater protection for cyclists and pedestrians, including physical separation from traffic.

3. *Desire for Neighbourhood Services and Equity in Investment:* Some respondents questioned the City's allocation of resources, stating that higher-taxed neighbourhoods like the Foothills were being overlooked in favour of other areas. Others asked for retail and basic services closer to home to reduce car dependence.

Predator Ridge

Residents of Predator Ridge voiced serious concerns about road safety, infrastructure capacity, and the lack of alternative access routes. As this area continues to grow, feedback emphasized the need for more proactive transportation planning and safety improvements. Key themes included:

1. *Road Safety and Traffic Calming:* Many respondents highlighted speeding along Predator Ridge Drive and Commonage Road, particularly from trades vehicles, resort traffic, and employees in the area. Requests included speed bumps, signage, rumble strips, and enforcement to improve pedestrian, cyclist, and wildlife safety. Several noted specific danger zones, such as around the fitness centre, Dormie Place, and Sparkling Hill access.

2. *Lack of a Secondary Access Route:* Another major concern was the absence of a second road in and out of Predator Ridge. With increasing density and an older population, respondents stressed that emergency access and evacuation routes must be prioritized.

3. *Infrastructure and Growth Management:* Respondents questioned whether existing infrastructure—roads, intersections, utilities—can accommodate the pace of development, especially with additional projects like Sparkling Hill expansion and nearby residential proposals. The intersection at Bailey Road and Highway 97 was flagged repeatedly as unsafe and needing urgent attention.

4. *Desire for Inclusion in Planning:* Many respondents expressed frustration that Predator Ridge seems overlooked in city-wide transportation and safety planning. Several urged the City to involve the community in traffic studies and ensure future planning reflects local needs.

Neighbouring Residents' Feedback

While most survey respondents lived within Vernon, a small group identified as neighbouring residents. Although they were technically outside municipal boundaries, many of these individuals frequently interact with Vernon for work, education, shopping, and recreation. Their feedback reveals concerns that are both locally grounded and regionally relevant. These comments reflected broader themes related to growth, infrastructure, and livability. Below is a list of emerging themes on their general concerns and suggestions:

1. *Infrastructure Before Growth:* Many respondents emphasized the need to build out public infrastructure, especially healthcare, schools, and transportation, before adding more density. Concerns were raised that rapid growth could strain underprepared systems.

2. *Balanced and Diverse Housing:* Feedback called for more affordable housing, but also pointed out a gap in higher-end or downsizing options for residents who don't need low-income units. Respondents asked for diverse, community-oriented housing types across income levels.

3. *Support for Small Business:* Some respondents expressed concern about the impacts of construction and growth on struggling small businesses, urging the City to prioritize local economic resilience in future planning.

4. *Environmental Protection and Natural Assets:* Several comments advocated for protecting wetlands, riparian areas, forests, and hillsides. There was strong alignment with densifying existing urban areas while preserving natural spaces and avoiding sprawl into undeveloped lands.

5. *Youth, Community Spaces, and Livability:* Some feedback stressed the need for public spaces and "third places" (e.g., parks, community hubs) to foster social connection. Creating amenities and opportunities for young people was framed as key to long-term community vitality.

6. *Transportation Safety and Connectivity:* Safety improvements were suggested for key corridors, including a pedestrian overpass near VJH, multi-use trails in outlying areas, and expanded transit coverage, especially to elementary schools.

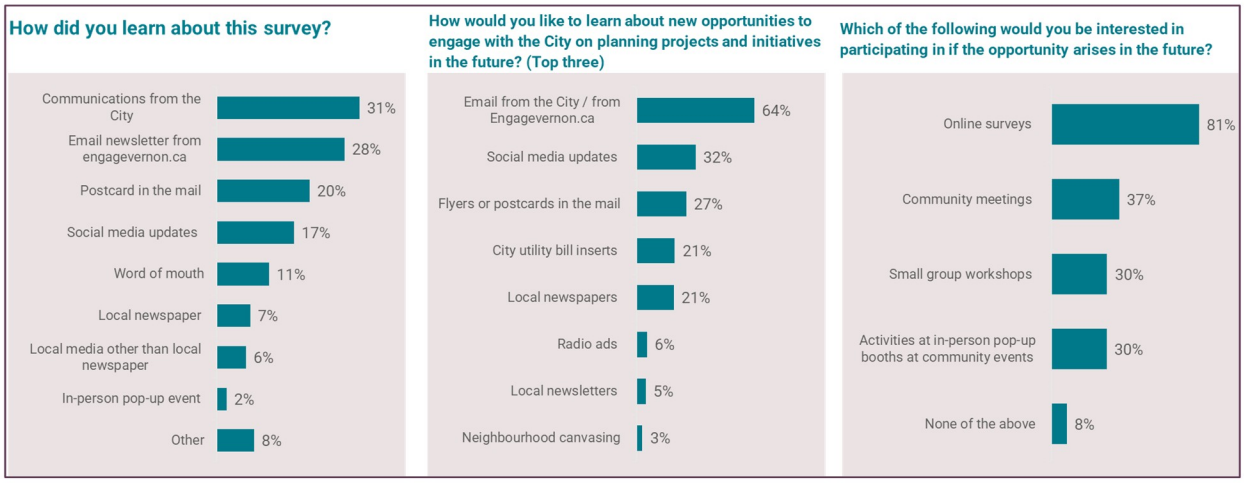
7. *Critique of Development and Cultural Shift:* A small subset of comments reflected frustration or anxiety about densification, changing aesthetics, and perceived cultural displacement, with concerns about Vernon losing its character or becoming "another Kelowna."

Communication and Engagement

Survey respondents learned about the survey through a number of ways, most commonly through direct communications from the City (31%) or from the engagement (engagevernon.ca) email newsletter (28%). One in five learned about it through mailed postcards (20%) or through social media (17%).

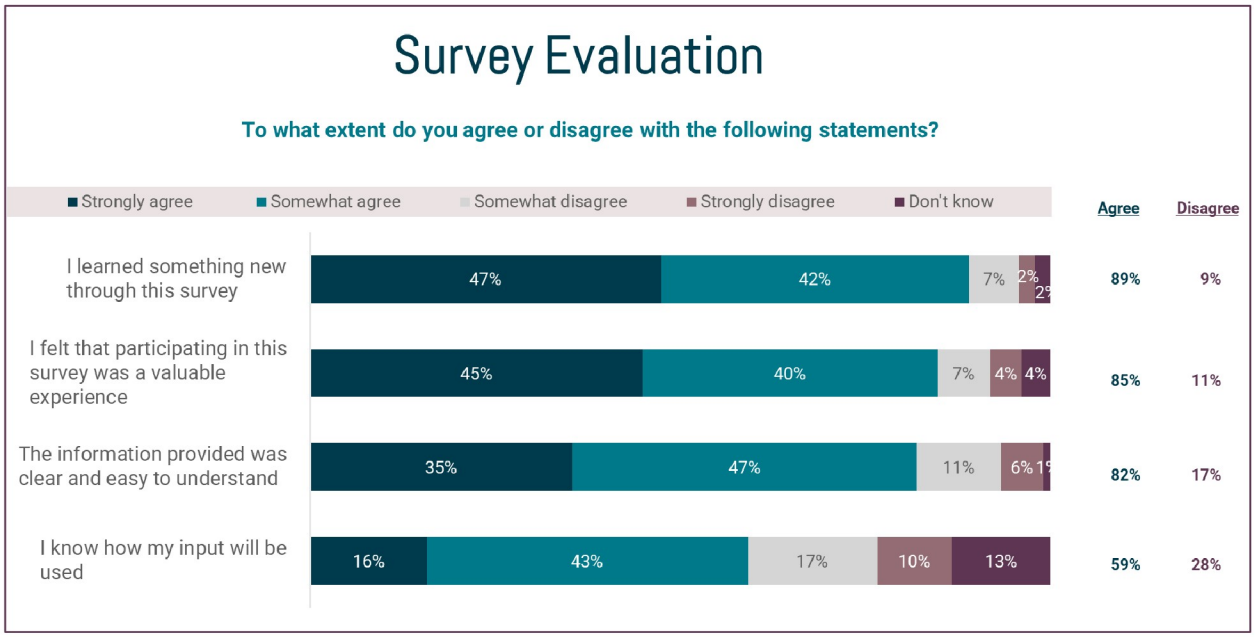
When asked about their top three preferences for future communications about engagement with City planning, most respondents would like to receive direct emails (64%). A third would like to receive social media updates (32%), while mailed flyers or postcards were preferred by 27%. One in five also liked notices in utility bills (21%) or local newspapers (21%).

Eight in ten respondents (81%) indicated an interest in participating in future online surveys, with many others also interested in attending community meetings (37%), small group workshops (30%) or other in-person activities at community pop-ups (30%).



Engagement Evaluation

The survey was successful at educating most respondents and teaching them something new (89%). The majority also felt that survey participation was valuable to them (85%) and that the information was clear to understand (85%). Six in ten respondents (59%) said they know how their input will be used.



Some respondents added comments about the engagement process in their responses to questions throughout the survey. Two themes emerged:

1. *Requests for Clearer, More Accessible Information:* Quite a few respondents reported that they struggled to understand the draft project list, citing issues with jargon, complexity, and lack of visual clarity. Some said the project list and maps were "too crowded," "overwhelming," or "hard to read," especially on mobile devices. A recurring suggestion was to offer a narrated video walk-through of the map and project list to help residents visualize the proposals and understand their implications. Others called for more transparency around costs, timelines, and trade-offs, saying the current materials were not sufficient to make informed choices. This theme appeared consistently among both supportive and skeptical respondents.

2. *Frustration with Engagement and Decision-Making Processes:* A notable subset of respondents expressed skepticism about the City's willingness to genuinely incorporate public input. These individuals described past consultations as "performative" or "tokenistic," suggesting that decisions had already been made regardless of resident feedback. Some voiced broader distrust in civic processes, referring to "wasteful spending" or "unchecked development." Others expressed fatigue with what they perceived as repetitive consultations without clear follow-up. While not all comments in

this category rejected the Transportation Plan outright, they highlight the importance of building trust, accountability, and visible responsiveness in future planning efforts.

Next Steps

What was learned in this second engagement phase will be considered in the continuation of the project, where the focus will be on drafting key components of both the OCP and TP.

Appendices

Appendix A: Survey Questionnaire

Phase 3 Community Survey

About the survey

The City is updating its Official Community Plan (OCP) and Transportation Plan (TP), and we would like to hear from you again! Phase one and two of engagement have been completed - thank you to everyone who participated. You can find a summary of what was learned from the engagement process in phase one here and in phase two here.

During this third phase of engagement, you will be looking more closely at how Vernon's two urban centres – Downtown and Village Green – and its three Village Centres – Alexis Park, Waterfront and Jubilee Hill – could look in the future. The survey is an opportunity for the community to provide feedback on the draft vision for these five areas.

There will also be opportunity to review the Transportation Plan projects that are proposed and provide feedback on those.

The survey will take about 10 minutes to complete.

At the end of the survey, you will have the opportunity to be entered into the draw for a $150 DVA (Downtown Vernon Association) Dollars Gift Card. For a list of the businesses that accept DVA Dollars, please visit https://www.downtownvernon.com/downtown-dollars/

While all background information needed to participate fully in the survey is included throughout the survey, we encourage you to have a look at additional maps and information here and scroll to Phase 3 Survey - Additional Resources.

Confidentiality

Your survey results will be kept confidential. Results of the survey will be reported without identifying any individual respondents. At the end of the survey, there are a few questions about you. These questions help us to understand who has completed the survey so it can be assessed if engagement has reached as many diverse people in the community as possible.

Personal information is being collected under the authority of Section 26(c) of the Freedom of Information and Protection of Privacy Act (FOIPPA) for the sole purpose of administering this public engagement. This information will be used only for engagement-related analysis and reporting. If you have any questions about the collection or use of your personal information, please contact Communications and Engagement Department, City of Vernon, at 250-550-3500 or communications@vernon.ca.

Questions?
Should you have any questions about this survey, please contact Planning & Community Services by email at ocp-tp@vernon.ca or by phone at 250-550-3570.

The survey will be open until end of day June 30, 2025. All paper copies must be returned to the Community Services Building at 3001 32nd Avenue by 4:30 p.m. on June 30, 2025.

Thank you very much for your participation!

Vernon's Urban and Village Centres

In phases one and two of engagement, community members stated that they value having housing and alternative transportation options available in areas that also contain local businesses, shops and everyday services. This will reduce the number of trips requiring personal vehicles and increase convenience close to home. Based on this, the draft vision for Vernon's five Centres is that they will:

- Have **focused growth**, encouraging them to become vibrant hubs of daily activity.
- Have **distinct identities**, with each centre reflecting and celebrating its own unique character and sense of place.
- Are **connected and focused on mobility**, meaning that land use and transportation are integrated to support walking, rolling, cycling, and transit within and to each Centre.
- Are **complete communities** offering a diverse mix of housing, shops, services, employment, and public spaces, such as parks, to meet the daily needs of residents and businesses. To learn more about the diverse mix of housing, including the definitions of housing types and building heights, please click here.

What are Urban Centres?

Urban Centres are Vernon's main areas for growth and development. They are walkable and transit-friendly places where people can live, work, shop, and access daily services. Focused around existing commercial areas and transit hubs, Urban Centres support complete, connected communities while reducing the need to drive.

What are Village Centres?

A Village Centre is a smaller than an Urban Centre and focusses on being a walkable neighbourhood hub with its own unique character. A Village Centre is designed to meet the daily needs of nearby residents and includes a mix of housing, local shops, services, and public spaces. The goal is to make every Village Centre welcoming, community-focused places to live, work, and gather.

For more information on Urban Centres, Village Centres and other types of neighbourhoods, please click here.

Urban Centre – Downtown

Vision for Downtown:

In previous phases of engagement, community members stated that they value the look and the history of the downtown area and would like to see it become a more vibrant area, while not losing its historic charm. By weaving together heritage, culture, and contemporary urban living, Downtown Vernon is poised to become an even more thriving and connected city centre—one that honours its past while embracing a vibrant and sustainable future.

The Downtown Urban Centre is based on the existing City Centre Neighbourhood Plan. It recognizes the downtown area as the historic centre of Vernon and a place for more shopping and housing to grow. The area is envisioned to grow by 2,500 residents in the next 20 years.

To see a map comparing land use in the draft OCP to the current OCP, click here.

Please note: Visuals provided are illustrative and do not represent final plans or specifications.

1. To what extent do you support or oppose the draft vision for the Downtown Urban Centre?
    - Strongly support
    - Somewhat support
    - Neutral
    - Somewhat oppose
    - Strongly oppose
    - Don't know

2. Please briefly explain your answer. [Open text]

Urban Centre - Village Green

Vision for Village Green:

With its location, connectivity, and growing diversity of housing, Village Green is poised to become a model of sustainable, inclusive, urban living in Vernon's core. This will reflect the values that were heard throughout engagement by creating a livable area close to a well-established commercial area.

The Village Green Urban Centre will be well connected by the transit exchange at the mall. The available land can support more mixed-use shopping and housing. The area is envisioned to grow by 1,500 residents in the next 20 years in larger buildings from townhouses/multiplexes to mid-rise apartments.

To see a map comparing land use in the draft OCP to the current OCP, click here.

3. To what extent do you support or oppose the draft vision for the Village Green Urban Centre?
    - Strongly support
    - Somewhat support
    - Neutral
    - Somewhat oppose
    - Strongly oppose
    - Don't know

4. Please briefly explain your answer. [Open text]

Village Centre - Alexis Park

Vision for Alexis Park:

The Alexis Park Village Centre is proposed to take advantage of the new Active Living Centre and strong transit on Alexis Park Drive and 43rd Ave. It is envisioned to grow by up to 1,500 residents in a range of housing from single family homes with suites and carriage houses to mid-rise apartments along the major roads. Mid-rise buildings are typically six to 12 storeys tall and may include residential units only or a mix of housing and ground-floor commercial uses, supporting compact, walkable communities.

It is also proposed to include some smaller new businesses like coffee shops, corner stores, and daycares that support the village. This aligns with feedback given on creating complete neighbourhoods with businesses and services close to homes to encourage more community members to use more active transportation.

To see a map comparing land use in the draft OCP to the current OCP, click here.

5. To what extent do you support or oppose the draft vision for the Alexis Park Village Centre?
    - Strongly support
    - Somewhat support
    - Neutral
    - Somewhat oppose
    - Strongly oppose
    - Don't know

6. Please briefly explain your answer. [Open text]

Village Centre - Jubilee Hill

Vision for Jubilee Hill:

The Jubilee Hill Village Centre is proposed to create a village area supporting the hospital, including more coffee shops and places to eat, more temporary housing for people visiting from out of town, and more housing for people working at the hospital and downtown. The area is envisioned to grow by 1,500 residents in the next 20 years and would include transportation improvements to cross the highway.

To see a map comparing land use in the draft OCP to the current OCP, click here.

7. To what extent do you support or oppose the draft vision for the Jubilee Hill Village Centre?
   - Strongly support
   - Somewhat support
   - Neutral
   - Somewhat oppose
   - Strongly oppose
   - Don't know

8. Please briefly explain your answer. [Open text]

Village Centre - Waterfront

Vision for Waterfront:

The Waterfront Village Centre is based on the existing Waterfront Neighbourhood Plan. It recognizes Okanagan Lake as a key tourism destination and would allow a combination of tourism uses like shops, restaurants and hotels, and housing from single family homes to mid-rise apartments. It is envisioned to grow by 500 residents in the next 20 years. This reflects the

input received from the community to create a more vibrant waterfront destination for both residents and tourists.

To see a map comparing land use in the draft OCP to the current OCP, click here.

9. To what extent do you support or oppose the draft vision for the Waterfront Village Centre?
    - Strongly support
    - Somewhat support
    - Neutral
    - Somewhat oppose
    - Strongly oppose
    - Don't know

10. Please briefly explain your answer. [Open text]

11. To what extent would you support or oppose expanding the park area in the Waterfront to provide more public access to Okanagan Lake, recognizing this would mean less opportunity for future housing and businesses along the waterfront?
    - Strongly support
    - Somewhat support
    - Neutral
    - Somewhat oppose
    - Strongly oppose
    - Don't know

12. To what extent would you support or oppose creating new park area along creeks throughout the city to provide more natural public park space?
    - Strongly support

- Somewhat support
- Neutral
- Somewhat oppose
- Strongly oppose
- Don't know

Transportation Plan

Transportation Plan Projects

In the process of the Transportation Plan review, over 170 transportation projects were identified through technical studies in the past year. These were then evaluated using a prioritization framework to determine which projects should move forward first, and when. These criteria were guided by best practices in transportation, as well as strong community input, with clear priorities emerging such as safer streets, expanded walking and biking routes, and creating more welcoming public spaces. Key takeaways from this evaluation process showed a need to focus on investment in high-traffic areas, filling key transportation network gaps, improving safety, planning for growth, and aligning with community values.

The City has now identified a number of draft Major Projects which include corridor upgrades, key intersection improvements, and new walking and biking routes that form the backbone of Vernon's transportation network.

As these are all large projects with significant costs, and some are dependent upon other initiatives, for example those proposed under the Official Community Plan, not all projects can be started at once. Therefore, a proposed timeline has been established. This timeline divides the projects into short term (in the next five years), medium term (in the next five to 10 years) and long term (in the next 10-20 years). These timelines are a guide and are subject to change.

Draft Minor Projects play a supporting role. These smaller upgrades help improve traffic flow, close network gaps, and strengthen neighbourhood connections. They can be done faster and will cost less.

Together, both types of projects work toward a more complete, connected, convenient and accessible transportation system.

Below is a summary of the major projects. We encourage you to read more about them here.

To enlarge this map and open it in a new tab, click here.

13. Which of these projects are you most excited about seeing completed? Please select your top five.

1. Alexis Park Corridor Upgrade
2. Key Intersection upgrades

3. Anderson Way Corridor Upgrade
4. 24th Street Corridor Upgrade
5. 43rd Ave Multi-use Pathway
6. 20th Street Corridor upgrade
7. Kalamalka Lake Rd to Pottery Rd Multi-use Path
8. 34th Street Corridor Upgrade
9. 24th Ave Active Transportation Improvements
10. Key Intersection upgrades
11. 34th Street Extension
12. Downtown Vernon Transit Exchange Upgrades and Pedestrian Plaza
13. 27th Street Corridor upgrade
14. Key Intersection upgrades
15. Pottery Road Multi-Use Path
16. Bella Vista Multi-use Path
17. 42nd Ave Village Center Corridor upgrade
18. 48th Ave Corridor Upgrade
19. 48th Ave Road Extension
20. 25th St to 24th St Road Extension
21. Pleasant Valley Rd Multi-use path
22. 15th Street Active Transportation Improvements
23. Polson Park Funicular
24. 33rd Street Village Main Street
25. Okanagan Ave Corridor upgrade
26. Apollo Rd Extension
27. Future Rail Corridor

14. Please leave us any final comments you have regarding the Transportation Projects by indicating the corresponding project number on the map and then leaving your input. (Open End)

Final Thoughts on Official Community Plan and Transportation Plan

15. Thinking about the area where you live, do you have any further comments about **drafted changes in your neighbourhood?** [Open end]

16. Please provide any other feedback you have regarding **Vernon's proposed Urban and Village Centres or the Transportation Plan**. (Open End)

Communications and Engagement Preferences

17. How did you learn about this survey?
    - Communications from the City (news release, direct email, engagevernon.ca, Council meetings)
    - Email newsletter from engagevernon.ca

- Postcard in the mail
- Social media updates
- Local newspaper
- Word of mouth (from a friend, family, or someone else in the community)
- Local media other than local newspaper
- In-person pop-up event
- Other, such as an email from another group or organization (Please specify)

18. How would you like to learn about new opportunities to engage with the City on planning projects and initiatives in the future? Please select your top three.
    - City utility bill inserts
    - Flyers or postcards in the mail
    - Email from the City / from Engagevernon.ca
    - Social media updates
    - Radio ads
    - Local newsletters
    - Local newspapers
    - Neighbourhood canvasing (in-person)

19. Which of the following would you be interested in participating in if the opportunity arises in the future? Please select all that apply.
    - Community meetings
    - Small group workshops
    - Online surveys
    - Activities at in-person pop-up booths at community events
    - None of the above

20. Are there any other ways you'd like to stay informed about opportunities to become engaged or to provide feedback in the future? [Open end]

About you

D1. Where do you live? Please refer to the map below
- Adventure Bay
- Alexis Park
- Anderson Park
- Bella Vista East
- Bella Vista West
- Blue Jay
- City Centre
- Commonage
- East Hill
- Ellison

- Foothills
- Harwood
- Middleton Mountain
- Mission Hill
- North Vernon
- Okanagan Landing
- Polson
- Predator Ridge
- Rise/Okanagan Hills
- South Vernon
- Turtle Mountain
- Waterfront
- West Vernon
- I am a neighbour to Vernon
- I am a visitor to Vernon

D2. Do you identify as…

- Female
- Male
- Prefer not to say
- Other (Please specify):

D3. In which age category do you belong?

- Under 18 years of age
- 18 – 24 years
- 25 – 44 years
- 45 – 64 years
- 65 years and over
- Prefer not to say

D4. What is your annual household income before taxes?

- Under $30,000
- $30,000 - $50,000
- $50,000 - $80,000
- $80,000 - $125,000
- More than $125,000
- I am not sure
- I prefer not to say

D5. How often have you typically used public transit to get around in Vernon in the past year?

a. (Almost) Every day (5 – 7 days per week)
b. Once to four days a week
c. At least once a month (but less than weekly)

d. At least once a year (but less than monthly)
e. Have not used in the past year
f. Don't know

D6. How often have you typically used public transit to get to and from Vernon in the past year?

a. (Almost) Every day (5 – 7 days per week)
b. Once to four days a week
c. At least once a month (but less than weekly)
d. At least once a year (but less than monthly)
e. Have not used in the past year
f. Don't know

D7. Which statement best describes your current housing situation?

a. Year-round homeowner
b. Year-round renter
c. Seasonal renter (e.g. seasonal worker or student)
d. Resident elsewhere, but own a second home in Vernon
e. Temporarily staying with friends or family (and not paying rent)
f. Living in housing with ongoing support
g. I am currently unhoused

Appendix B: IAP2 Spectrum of Engagement

