



Media Release

For Immediate Release

DATE: June 20, 2022

SUMMERLAND – Public Engagement of Draft Downtown Neighbourhood Action Plan

Aligned with Council’s strategic priority on Downtown Vibrancy, the District of Summerland, in partnership with their consultants, Urban Systems, and under the guidance and advice of the Downtown Neighbourhood Plan Task Force, has developed the draft **Downtown Neighbourhood Action Plan**.

This plan establishes a **roadmap** for future actions and implementable projects for the District to pursue and enhance Downtown Vibrancy over the next 20 years. Included in the plan are 53 actions that have been prioritized into the short, medium, and long term. These actions include preliminary costing, and span the areas of land use and density, infrastructure enhancements, parks and open space planning and amenities, policy and bylaw regulation review, and development of financial incentives.

The draft Downtown Neighbourhood Action Plan also includes the **Memorial Park Master Plan** which is a detailed future concept plan for the Park with key amenity improvements such as a new bandshell facility and civic plaza area, a new park entry walkway from Henry Avenue, and a focus on enhancing winter activities such as a kids toboggan hill and ice skating in the civic plaza area during the winter season.

In addition to Memorial Park, other identified “**Catalyst Projects**” include the following:

- The permanent closure of Henry Avenue to vehicle traffic between Main Street and Wharton Street to create a pedestrian-friendly entryway into Memorial Park
- The revitalization of Wharton and Main Street, including a review of the streetscape, to potentially accommodate wider sidewalks and enhanced amenities like sidewalk patios
- The “Trail of the Okanagans” multi-use pathway connection extended through Downtown via Kelly Avenue and Wharton Street
- Several key actions to encourage momentum for private development in the Downtown core

The District of Summerland is encouraging the community to review the draft **Downtown Neighbourhood Action Plan** which can be accessed via the District’s “Story Map” project webpage, linked off the District’s webpage found here: <https://www.summerland.ca/planning-building/planning-development/current-projects/downtown-reimagined>

We want to hear your thoughts and feedback on the proposed vision for your Downtown!

A short video describing the elements of the Draft **Downtown Neighbourhood Action Plan** and a two-page summary is also included on the project page to help your review of the draft plan.

An engagement survey to provide your feedback on the draft plan has been developed and can be accessed from the project webpage. The public survey will be available for public feedback until **Monday, July 11, 2022**.

To complete the survey, please visit <https://www.summerland.ca/planning-building/planning-development/current-projects/downtown-reimagined>

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DOWNTOWN NEIGHBOURHOOD ACTION PLAN 2022

DISTRICT OF SUMMERLAND

Reimagining Our Downtown

The District of Summerland is in pursuit of establishing a Downtown neighbourhood that promotes vibrancy, revitalization and embodies a collective community Vision through the **Downtown Neighbourhood Action Plan (DNAP)**.

What is an Action Plan?

An Action Plan is a strategic list of things to do! It is the first step in understanding the goals for the community in the Downtown Core, and how to get there.

Key Focus Areas

The objectives of the plan are based on three Key Focus Areas established by the District of Summerland for the Downtown Area:

**KEY FOCUS AREA #1: Land Use
Intensification & Diversity**



Downtown is PUBLIC
Downtown is AUTHENTIC

**KEY FOCUS AREA #2:
Infrastructure Renewal**



Downtown is CONNECTED
Downtown is PREPARED

**KEY FOCUS AREA #3: Public Areas
& Gathering Spaces**

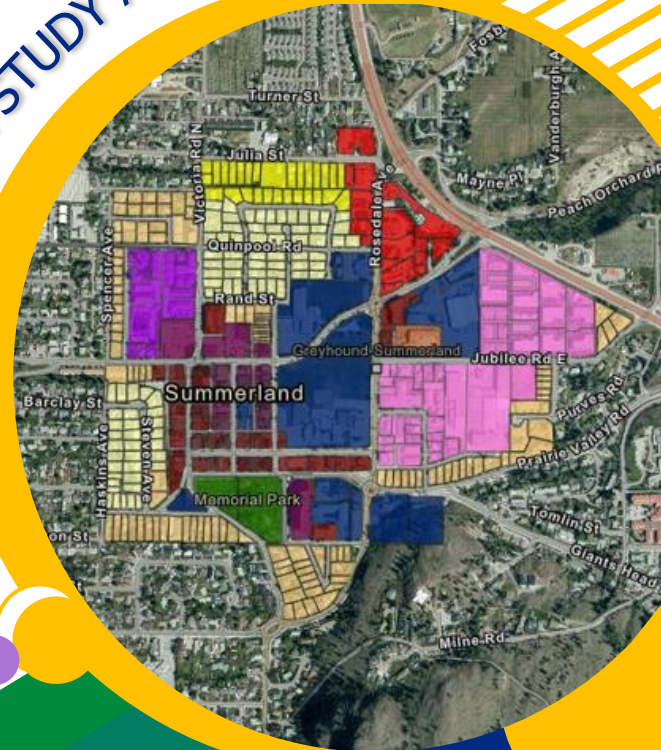


Downtown is DIVERSE
Downtown is VIBRANT

Guiding Principles

The plan's guiding principles for the Downtown are based on the key focus areas, as well as a wide variety of input from community surveys, interactive engagement, and collaboration with the Downtown Neighbourhood Action Plan Task Force and District staff. These principles are intended to represent the community's vision of Downtown.

THE STUDY AREA



Downtown Summerland's Vision Statement

"By **2042** we have reimagined an **inspiring** place to live in the **heart** of Summerland. Downtown Summerland leads a unique community forward while remaining **rooted** in its agricultural history. Summerland's established quality **amenities** are enhanced by neighbourhood **vibrancy** which is cultivated by our residents in gathering places and on safe streets. A strong sense of place and **connectivity** defines our Downtown core as the hub of a **welcoming** community."



Timeline

In 2021, the District engaged the community to build capacity, promote collaboration, collect ideas, and identified challenges and advanced concepts for a re-imagined Downtown neighbourhood. The District is now in Phase 3 (implementation stage) where the final draft of the Downtown Neighborhood Action Plan will be shared for public review and comment.



PROJECT INITIATION & ENGAGEMENT
July 2021 - August 2021



VISION & PLANNING
September 2021 - February 2022



IMPLEMENTATION
March 2022 - July 2022



Big Moves: are the main **design concepts** and recommended actions from the Downtown Neighbourhood Action Plan to **achieve the vision of a vibrant, active, and welcoming Downtown.**



Catalyst Projects: are **action-oriented projects** for District-owned land that can be led, facilitated, or supported by the District to serve as transformational **catalysts for further Downtown investment and revitalization.** Catalyst projects identified in the DNAP include:

Pedestrianization of Henry Avenue

The closure of Henry Avenue between Memorial Park and Main Street to vehicle traffic and transitioning the street into a connective pedestrian plaza and gathering space.

Downtown Street Revitalization

Downtown street revitalization on Main Street and Wharton Street which is intended to create Downtown vibrancy and demonstrate the District's ongoing commitment to investment in Downtown Summerland.

Memorial Park

Updates to Memorial Park would make the park accessible year-round and support a variety of programming. Access this QR code to see the Memorial Park Master Plan:



Trail of the Okanagens

Working with the Trail of Okanagens to build high quality, separated pathways for the sections of trail through the downtown area and implement trail signage along the route.

Creating momentum for private development

Encouraging private sector investment by amending Summerland policies to create a more streamlined development process, with added incentives for private sector developers that align their proposals with the vision for Downtown.



Key actions are concepts which are representative of the Downtown Plan's **vision, goals, and objectives** and aim to provide guidance to prospective **developers looking to invest** in the area. Key Actions identified in the DNAP include:

Proposed OCP Land Use Updates

Proposed future land use updates are intended to align the proposed Downtown Districts and OCP designations to encourage future development in areas of Downtown where the public have shown support for densification.

Proposed Zoning Updates

Zoning updates are intended to reflect the proposed land uses to encourage and streamline the development of the desired land uses. Updates to the Zoning Bylaw will facilitate thoughtful densification and vibrancy in the Downtown core.

Proposed Infrastructure Updates

Infrastructure renewal will unfold based on growth opportunities and renewal necessities of water, stormwater, street amenities, and power line undergrounding in Summerland's Downtown proposed financial strategy updates.

The District of Summerland invites residents to review the Draft Summerland Downtown Neighbourhood Action Plan and complete a short survey. Your thoughts and feedback will have a direct impact on the Vision for Summerland's Downtown and the design of Memorial Park. To participate in the survey please access the link below or use your phone to scan the QR code:



Downtown Neighbourhood Action Plan Survey:

<https://www.surveymonkey.ca/r/SummerlandDowntownActionPlanFeedback>



Contact Development Services:

250-494-1373



