

Understanding a New Growth Area

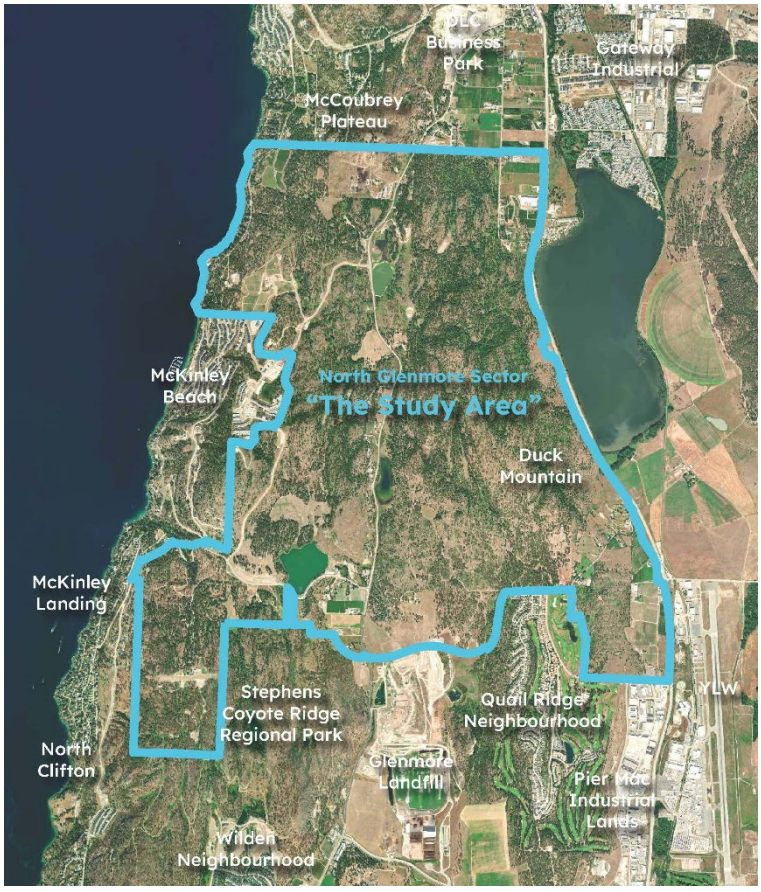
Engagement Summary

May 2026

City of Kelowna

Project overview

In 2022, the City of Kelowna approved the 2040 Official Community Plan (OCP). This plan guides how the city will grow in ways that are good for the environment and affordable to support. Most new growth is planned inside our growth boundary, mainly in existing urban centres and core areas, like Downtown, Rutland and Lower Mission. However, the OCP also says that, in the long run, Kelowna may need to look at growth beyond this boundary.



As part of this long-term planning, the OCP identified the area north of Glenmore (along Glenmore Road, between Glenmore Landfill and Lake Country, called "the study area") as an area outside our growth boundary to study for possible future growth. This area was chosen for this study because of its location between existing neighbourhoods, growth in Lake Country, the amount of land outside the Agricultural Land Reserve and its proximity to major employment areas like the Airport, UBCO and nearby industrial lands.

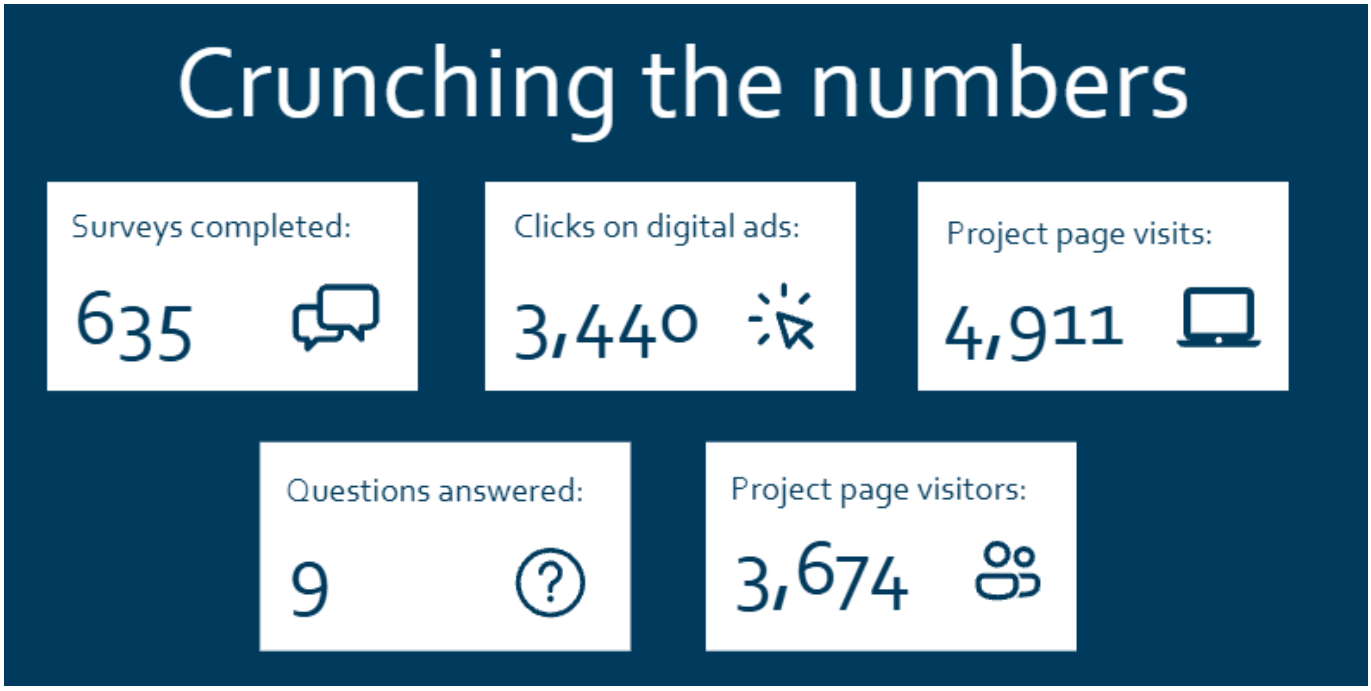
In 2025, Council directed staff to work with Placemark (the consultant for the area's landowners) to initiate this work with the goal of better understanding the benefits and challenges of potential future growth in this area.

Engagement overview

City planning staff want to understand what residents think about possible future development in the study area outside Kelowna's current growth boundary.

A **survey** was available for residents from April 15 to May 13, 2026, that asked respondents to highlight their thoughts and priorities for potential growth in the study area.

Respondents could also **ask questions** about the project throughout the engagement. This allowed residents to learn more as well as ask directly ask staff about specific aspects of the study area or the project.



Limitations

While a variety of advertising tactics were used to reach a diverse range of residents (see below), results do not represent a statistically significant, random sample of all Kelowna residents. Due to the opt-in and open-to-all nature of participation in surveys like this, results do not necessarily reflect the views of all Kelowna citizens.

While this project is geographically located in the study area in the north Glenmore area, the impact to the entirety of the city is currently minimal so expectations of participation city wide were understood. While we always attempt to provide opportunities for involvement to all residents, tactics used and interest in this project only appeals to certain demographics.

Promotion

Both print and digital methods of advertising were used to notify residents about the opportunity to provide feedback:

- **Meta (Facebook & Instagram) ads:** targeted to the entirety of Kelowna from April 17 until May 13, 2026.
- **Google ads:** targeted to the entirety of Kelowna from April 17 until May 13, 2026.
- **Daily Courier ads:** print ads in the paper on April 22 and May 6, 2026.
- **Radio ads:** campaign on 101.5 GO FM feel-good pop station for one week beginning on April 20, 2026.
- **Castanet ads:** campaign on various Castanet webpages from May 6-13, 2026.

Other ways we advertised the survey opportunity included City Views e-newsletter (approximately 6,500 subscribers), the City's website homepage, and organic social media posts on the @cityofkelowna channels (Facebook and Instagram). Two public service announcements were also sent to local media and to over 5,500 e-newsletter subscribers on both April 15, 2026, and May 6, 2026.

Meta (social media) advertising reached over 51,000 accounts. These ads were seen by both women (68 per cent) and men (29 per cent). Ages reached were mostly 65 and up, followed by ages 55-64.

On Google, the ad was clicked over 800 times and was shown more than 34,000 times. Gender and ages reached for Google are unknown based on ad type and user privacy settings.

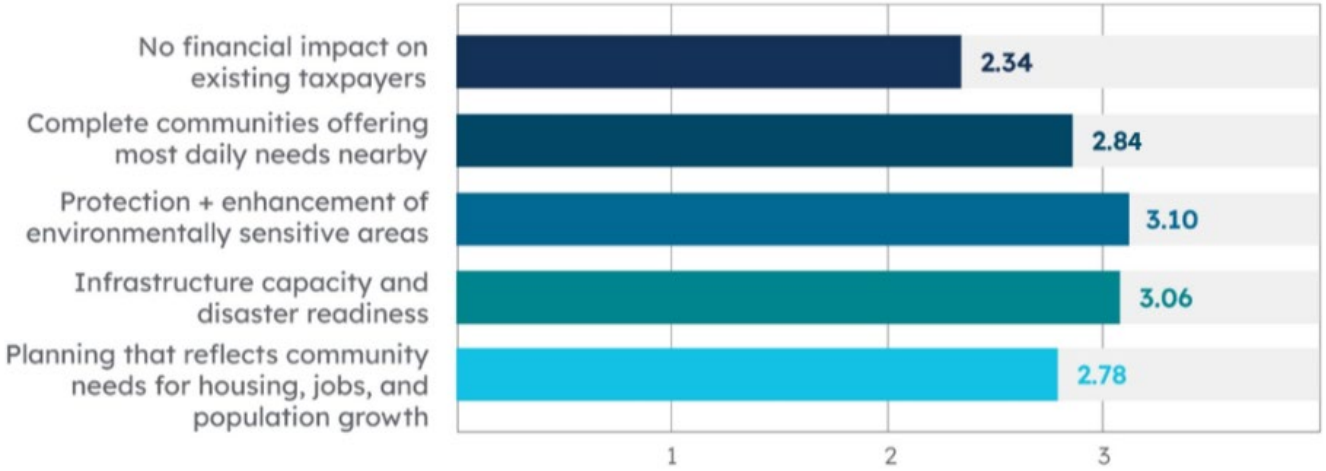
On Castanet, there were multiple ads, which combined were shown approximately 1,358,326 times and clicked on over 300 times. User analytics are not available for Castanet advertising.

What we learned

Online survey

In question one, to understand what's significant to respondents when it comes to planning for future community needs, participants were asked to rank their most important principles from 1-5 (1 = most important, 5 = least important).

Principles for planning future community needs

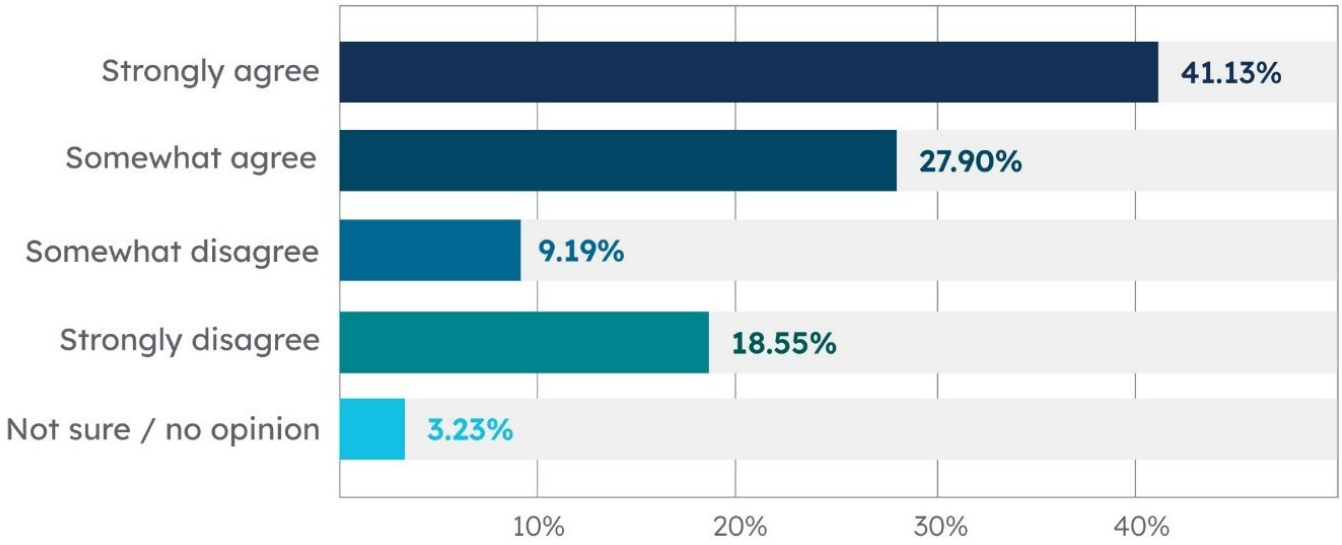


Higher-ranked choices were given more points and added together based on how many people chose it and how highly they ranked it. Then it was divided by the number of responses to get the final score. From the 621 responses, participants identified protection and enhancement of environmentally sensitive area (score of 3.10), infrastructure capacity and disaster readiness (score of 3.06) and complete communities that offer most of your daily needs nearby (score of 2.84) as the top three most important principles for future community planning.



Question two was for understanding how important it is to participants to undertake neighbourhood planning within the study area north of Glenmore, to help staff understand potential next steps.

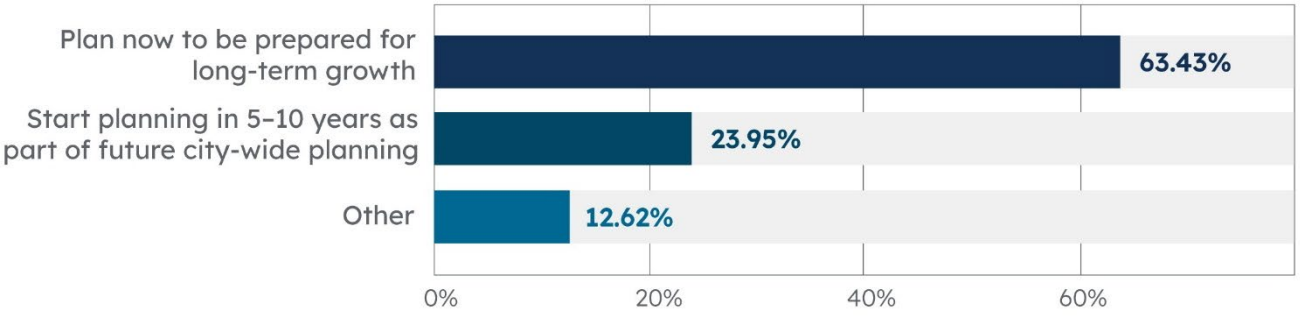
Importance of neighbourhood planning within the study area



255 respondents (41.13 per cent) strongly agreed that it is important for the City to begin neighbourhood planning in the study area, and 173 respondents (27.90 per cent) who somewhat agreed. This was followed by 57 respondents (9.19 per cent) who somewhat disagreed, 115 respondents who strongly disagreed (18.55 per cent) and 20 respondents who weren't sure or had no opinion (3.23 per cent).

In question three, respondents were asked when they think the City should prepare of future growth north of Glenmore, to help staff understand what potential desired timelines could look like.

Timeline for future growth in the study area



63.43 per cent of respondents (392 responses) said the City should plan now to be prepared for long-term growth and 23.95 per cent of respondents (148 responses) said the City should start planning in five to ten years as part of future city-wide planning. 12.62 per cent of respondents (78 responses) said "other" as their option. The key themes for these "other" responses were as follows (next page):

1. **Infrastructure before growth**
   Comments mention Kelowna's roads, transit, water, health care, schools, and emergency access are already under pressure, and people want the City to fix existing infrastructure first before considering expansion.

2. **Opposition to future outward growth**
   Resistance to expanding into North Glenmore/currently unused land. Some respondents want the City to grow within existing boundaries rather than outward.

3. **Desire for densification within existing urban areas**
   Some respondents favour "growing up, not out", focusing on infill, density, and development in existing urban centres where services and infrastructure already exist.

4. **Protection of natural areas**
   Concern about the loss of forests, wildlife habitat, environmentally sensitive land, and/or natural beauty. Some respondents want these areas preserved.

5. **Questions about whether growth is needed at all**
   Some comments challenge the need for expansion, pointing to vacancy rates, slower growth projections, aging population trends, and affordability concerns.

Consider the limitations on existing resources, like water, before entertaining new population growth. – Survey respondent

I feel that this area should be left as natural as it can be. We do not need more sprawl. – Survey respondent

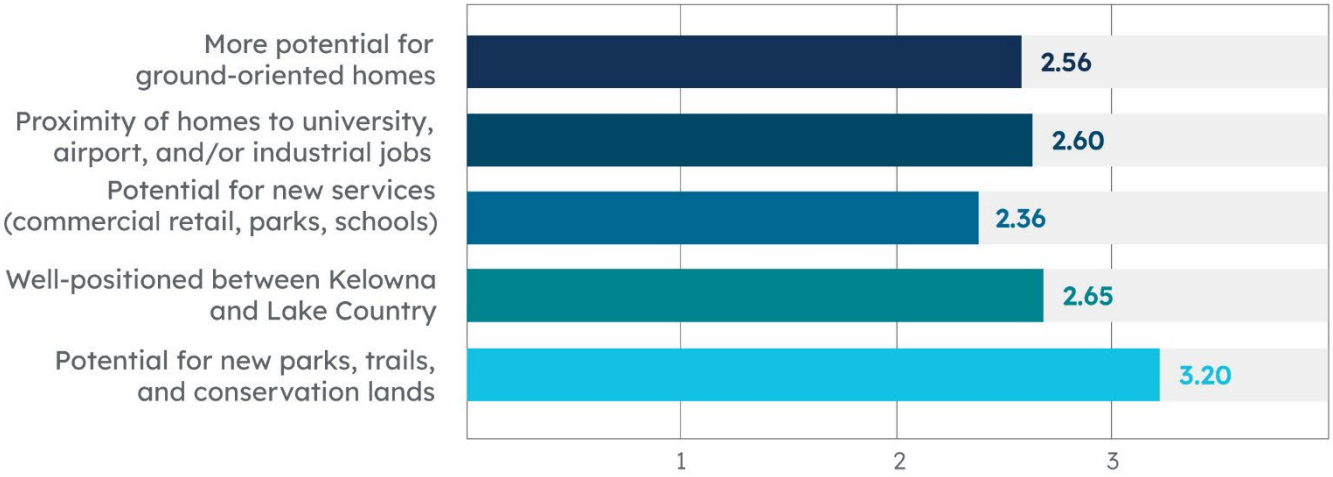
Keep focusing on growing up not out. – Survey respondent

Plan instead to turn it into a large green park space for generations to come to enjoy – Survey respondent

I don't think that north Glenmore should be developed – Survey respondent

In question four, to understand what respondents thought the biggest opportunities to planning for growth in the study area are, they were asked to rank their priorities from 1-5 (1 = most important, 5 = least important).

Opportunities for planning for growth in the study area



Higher-ranked choices were given more points and added together based on how many people chose it and how highly they ranked it. Then it was divided by the number of responses to get the final score. From the 609 responses, participants identified potential for new natural parks, trails and/or conservation lands (score of 3.2), area is well positioned between Kelowna and Lake Country where growth is likely to in the future (score of 2.65) and proximity of homes to university, airport and/or industrial jobs (score of 2.6) as the top three biggest opportunities for planning for new growth in the study area.

In question five, respondents were asked if there was anything missing from the opportunities listed in question four. This open-ended question helps staff identify any potential blind spots and to hear residents' opinions. 171 respondents left comments for consideration.

The following themes were identified as additional opportunities including:

1. **Opportunity to expand & connect the transportation network**
   Improve multi-modal mobility within the area and across the city. Mentions included better road connections, expanded transit, and active transportation routes.

   "Improve traffic flow between communities. Help to manage ongoing bottlenecks." – Survey respondent

2. **Opportunity to expand & upgrade infrastructure**
   Support growth and improve service levels for existing and future residents. This includes expanding water, sewer and utilities as well as improve traffic capacity.

   City infrastructure (water, sewer) could support additional ALR (farming, orchards). – Survey respondent

3. **Opportunity to create complete, livable & affordable communities**
   Reduce reliance on driving by creating walkable neighbourhoods with nearby services and amenities, and opportunities for more affordable housing aligned with incomes rather than market prices.

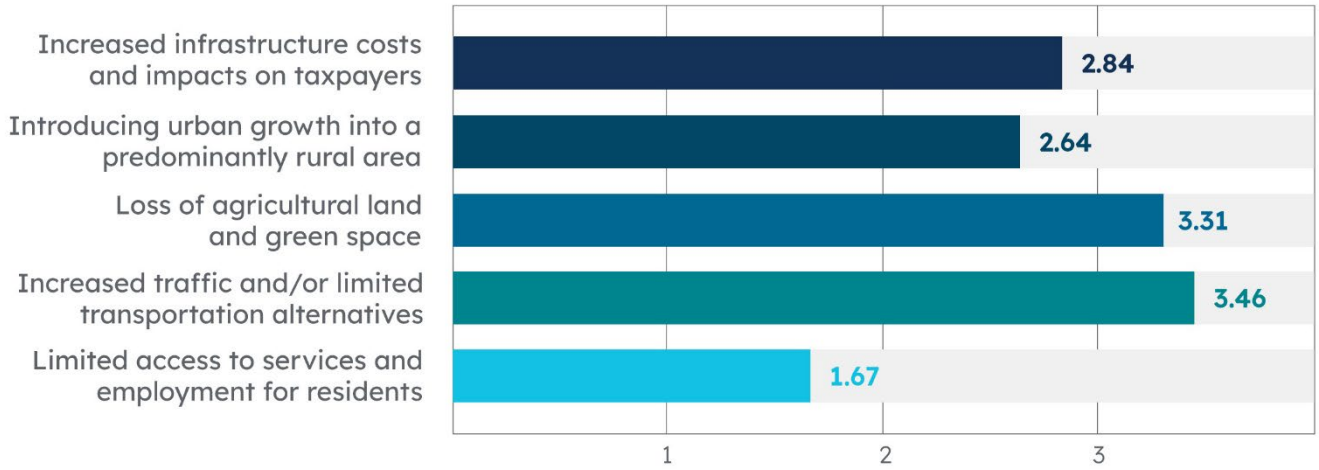
   Opportunity for planned developments with affordable starter homes for first time home buyers who are seeking a family home with a yard and nearby amenities, playgrounds etc." – Survey respondent

Several of the responses received also echoed the opportunities provided in question four, including opportunity for ground-oriented homes and conservation of natural areas.

Because a question about opportunities was listed first, some of the respondents may not have expected the opportunity to also list challenges, as there were questions, concerns and challenges that also came out of the responses for the opportunities question.

In question six, to understand what respondents thought the biggest challenges to planning for growth in the study area are, they were asked to rank their priorities from 1-5 (1 = most important, 5 = least important).

Challenges for planning for growth in the study area



Higher-ranked choices were given more points and added together based on how many people chose it and how highly they ranked it. Then it was divided by the number of responses to get the final score. From the 599 responses, participants identified increased traffic and/or limited transportation alternatives (score of 3.46), loss of agricultural land and green space (score of 3.31) and increased infrastructure costs and potential impacts on taxpayers (score of 2.84) as the top three biggest challenges for planning for new growth in the study area.

In question seven, respondents were asked if there was anything missing from the challenges listed in question six. This open-ended question helps staff identify any potential blind spots and to hear residents' opinions. 135 respondents left comments for consideration.

The following themes were identified as additional challenges including:

1. **Concerns about climate risk & resilience**
   Comments about whether there is enough water to support new growth, worries about wildfire risk, and the concern that this area could increase car dependency, conflicting with climate goals.

   There is not enough water as it is. How will you support a project of this size? – Survey respondent

2. **Questions about the justification for growth in this area**
   Comments wondered about Kelowna's ability to support our current population, and how this aligns with broader city policy.

   Do we need this growth right now? – Survey respondent

3. **Concerns about long-term fiscal sustainability**
   Comments about the potential long-term financial burden with an emphasis on lifecycle and renewal costs.

   Creation of another ticking financial time-bomb for infrastructure renewal. – Survey respondent

4. **Concerns about social considerations**
   Questions about who benefits from growth, concerns about public trust in the process as well as community acceptance.

   Need affordable housing—how will that be incorporated? – Survey respondent

Several of the responses received also echoed the challenges provided in question six, including infrastructure impacts and costs, loss of agricultural or green space, as well as limited access to services and employment.

Questions

In addition to the survey, participants could ask questions about the project to City staff. A total of nine questions were answered, which included the following themes:

- **Infrastructure and public services:** worry that growth is moving ahead before there are enough schools, water supply, roads, transit and other public services to support it.
- **Environment and transportation:** concerns about loss of green space, harm to hillsides and wildlife, traffic, car dependence, and the need to protect space for future transit, walking, and cycling.

> Any plans to open up Duck Mountain for hiking / park reserve as part of this initiative?

> What plans are there for Agricultural Land Reserve (ALR) lands within these boundaries?

- **Land use and planning:** Some comments question how this plan fits with city policies, what will happen to agricultural land, and whether development decisions are fair, consistent, and well planned.
- **Development quality and public information**: concerns about design, safety, and community fit, and desire for clear public information.

Participant feedback

The phase of public engagement met the objective to consult with interested members of the public. This means that we discussed the project with key experts, consultants, effected community members or groups, and key stakeholders to ensure that multiple views and opinions were considered during the project. More information about the City's public engagement process, including a breakdown of the various means of public engagement can be found online at getinvolved.kelowna.ca/engagement-process.

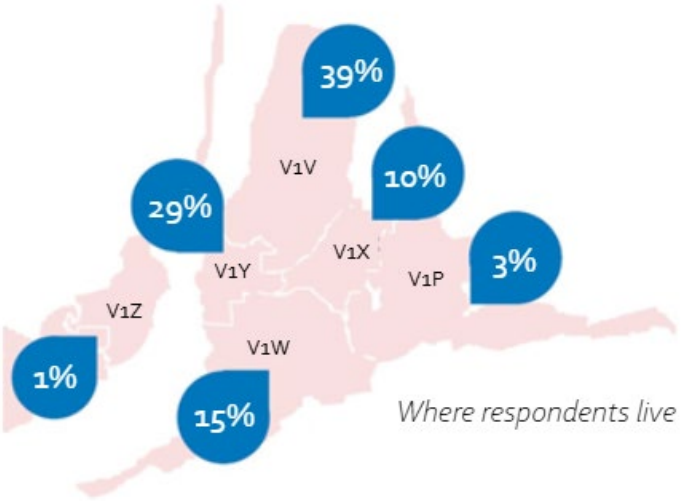


While most participants said the information was easy to understand (80 per cent, 508 responses), 19 per cent (120 responses) said it was somewhat easy to understand, and 1 per cent (6 responses) said no. Most participants said they had enough information to participate in a meaningful way (68 per cent, 428 responses), while 28 per cent said somewhat (176 responses), and 5 per cent (30 responses) said no. Just under half of participants said they understood how their input would be used (47 per cent, 299 responses) but 37 per cent (237 responses) said somewhat and 15 per cent (97 responses) said no.

Who we heard from

Most participants live in the V1V postal code area which aligns with the location of the proposed project. The second and third most selected postal codes were V1Y, which captures downtown and central city and V1W, which captures the South Kelowna area (including Upper and Lower Mission).

Most respondents live in the Kelowna area, but approximately three per cent (approximately 22 responses) indicated that they live outside of the Kelowna boundary, including further into West Kelowna, Lake Country and Vernon.



Next steps

A study that provides a high-level look at whether North Glenmore could support future growth beyond the Permanent Growth Boundary will be presented to Council this summer. The document will identify opportunities and considerations for future growth planning in the North Glenmore Sector. If Council wishes to proceed, staff will return with a proposed planning framework outlining the required studies, decision points and resource needs for future planning.

City of Kelowna

