

**OUR MEETING PLACE:
ACTION PLAN 2019**

FINAL REPORT : November 13, 2018

Acknowledgements

The Town of Osoyoos would like to thank all those who were involved in developing this action plan to renew the Town Centre area. This plan is a road map to a thriving Town Centre. Its success will be a collective effort.

Mayor and Town Council

The Town Centre Renewal (TCR) Task Force

Town of Osoyoos Staff

Destination Osoyoos

**Workshop Participants at the June and September
Community Workshops**

This report was developed by the

Town of Osoyoos

in association with

Michael von Hausen, President, MVH Urban Planning & Design Inc, (Prime Consultant)

with Kieron Hunt, Principal, Key Planning Strategies, and
Calum Srigley, Calum Srigley Design Consultant

Final Report: November 13, 2018

From the Office of the Mayor

November 1, 2018

Dear Community Members:

First, on behalf of the Town of Osoyoos Council, I would like to thank all those who took part in our June and September community workshops. These workshops created the building blocks for the *Town Centre Renewal Plan* and helped to outline its opportunities, challenges, and priorities. I would also like to thank the Town Centre Renewal (TCR) Task Force who worked diligently with staff and our consultant over the last few months to help build a realistic actionable plan that represents the values and priorities of our community.

The attached action plan for our Town Centre invites your participation to help in some way. Whether it be actively contributing your time and energy or by simply supporting your Town Centre by visiting local stores or attending future events, all these actions help create a vibrant and resilient centre over four seasons.

All these strategies and actions will take time, commitment, funding, and responsible decision-making. The recommended strategies and actions will be reviewed by Council and staff in detail, then selected and implemented with the community's priorities in mind. Some improvements are already underway like the expanded pedestrian crossings which have improved pedestrian safety and created a more pedestrian-friendly downtown.

The final section of this *Town Centre Renewal Plan* suggests a list of action priorities, responsibilities, and funding sources. Please review this action plan and determine how you can take part to help renew our community's heart. We look forward to your active participation in building a "greater" Town Centre while conserving the character and unique sense of place that is so precious to us. It will take the entire Osoyoos community to truly make the Town Centre our meeting place. Let's do it together! I look forward to your participation and celebrating our successes.

Yours truly,



Mayor Sue McKortoff

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1.0 ACTION PLAN SUMMARY

This *Town Centre Renewal Plan (TCRP)* is a plan for action. It sets priorities for the Town Centre area that encompass not only Main Street but Gyro Park and the adjacent areas as part of a “greater” Town Centre strategy to include more business uses on 74th and 78th Avenues as well as provide opportunities for more compact housing bordering the Town Centre - more residents close to the Town Centre will help improve business and provide more services close to home.

Town Council and Town Centre Renewal Task Force meetings, along with community workshops in June and September, actively engaged the community. In these meetings and workshops participants explored the opportunities and challenges facing the central area and helped determine priorities for action in the short and medium timeframe. Further review of the history, existing policies, past initiatives, and business trends refined and shaped the **fourteen strategies** and **ten actions** that form the core of this plan. The fourteen strategies create the thinking and reasons behind multiple or single large actions. These strategies set the framework for a resilient and successful Town Centre for years to come. The actions are tasks in the immediate, short, and medium term that create the actual success. In this plan, there are ten specific actions that will “jump-start” improvements supported by the community. They will collectively build momentum for continued success, more investment, and active participation. The circle of success will continue as more actions are added over the years.

The **fourteen strategies** are:

1. Strengthen town centre businesses
2. Extend uses outdoors with sidewalk patios
3. Create conversation corners
4. Tame the traffic and improve accessibility for a safer place
5. Develop 85th Street plaza and improve other streets
6. Create a facade facelift program
7. Green the streets
8. Create a network of greenways
9. Add compact housing around the edges
10. Welcome with signage, wayfinding, and centre definition
11. Bring culture and art to enliven streets and spaces
12. Replace street lighting and add electric vehicle charging stations
13. Create policy districts and update development regulations
14. Cultivate effective leadership and partnering

The **top ten action plan items** as prioritized by community members are:

1. Business retention and recruitment program
2. Outdoor oasis patios
3. Accessibility Incentive Program
4. 85th Street plaza
5. Facade facelift program
6. Green the streets
7. Infill residential support
8. Wayfinding and signage
9. Town Centre Streets Alive events program
10. Conversation corners

Community leadership and **proper funding** are both critical to taking action and success. The need for a town staff person and on occasion a professional consulting service to help direct the implementation as well as an organization like a Business Improvement Association (BIA) to lead business interests and coordinate with the Town will both be critical to success. Without the representation and cooperation of both Town and business interests, this action plan will remain on the shelf to gather dust.

The Town of Osoyoos and BIA resources can then further stimulate community, business, and developers interests to create further investment in the Town Centre. The various suggested Town of Osoyoos matching grant incentives in Chapter 5 provide the potential seed funding for special programs that will encourage private investments including facade improvements, outdoor patios, and signage enhancements among others. Other provincial partners like the Ministry of Transportation and Infrastructure (MOTI) should also have an active role in solidifying the ideas in this plan as they have jurisdiction over Main Street as a Provincial highway.

In summary, the Town of Osoyoos has to do three things to renew its Town Centre:

1. Create a **committed staff position** and a **Business Improvement Association (BIA)** organization;
2. Implement specific **strategies** to make the Town Centre the go to place; and
3. Lead the transformation through a **staged action plan** with incentives and pilot projects that build successful momentum.

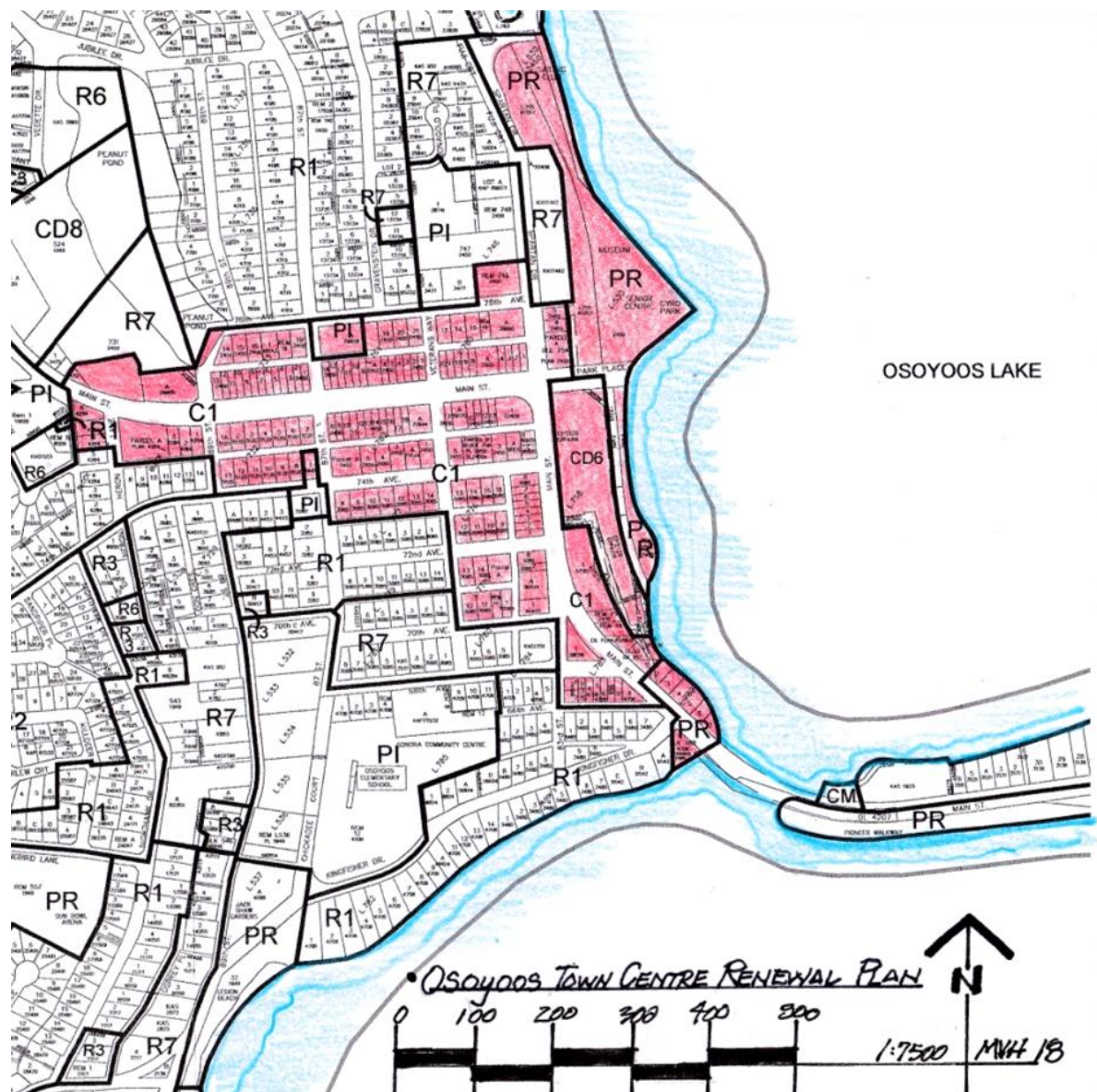
Town of Osoyoos Three Steps to Success



2.0 INTRODUCTION

2.1 Purpose and Scope

The *Town Centre Renewal Plan (TCRP)* is intended to guide decisions by the Town of Osoyoos, private businesses, non-profit organizations and the community for twenty years. It provides a practical framework to move forward and solidify the Town Centre's role as the heart of the Town and the Region. The Town Centre study area includes the central C1 and PI zoned area surrounding Main Street, the CD6 waterfront zone and the waterfront Gyro Park PR zone adjoining the Town Centre as illustrated below. It includes four components: Business development, physical improvement, promotional activities, and organizational building as set out by the Town Centre Renewal (TCR) Task Force.



2.2 Past Efforts

It has been thirty years since the *Osoyoos Main Street Revitalization Concept* that focused on the physical improvements to Main Street was completed. The *Official Community Plan* has not been updated since 2007 and there was a *Downtown Revitalization Report* completed in 2009 for Destination Osoyoos. Various Town Centre survey reports including the 2012 *Sidewalk Survey*, the 2013 *Downtown Commercial Parking Survey*, and the 2015 *Business Walk Survey Report* showed the need for further improvements in the Town Centre. As a result, the Town of Osoyoos has expanded off-street parking and improved parking regulations, made street corner improvements, and initiated various improvements to Gyro Park associated with the 2017 *Parks and Trails Master Plan*. The completion of the Watermark Hotel and Resort at the foot of Main Street has added renewed energy and visitor capacity in the Town Centre.

However, even with these efforts, challenges continue to limit business and prosperity. The fluctuation of seasonal business, in combination with a relatively small variety and diversity of businesses, limit the Town Centre as a memorable destination, the community heart, and the place to be. Certain ingredients and a collective commitment are missing.

Now is the time for a coordinated effort to further renew the Town Centre, not only necessary physical improvements but add business improvement strategies, community partnerships, programming, and involve a larger area beyond Main Street. A new focus on a bigger renewal area will bring potential opportunities for more businesses to the Town Centre and provide more compact residential development potential, thus attracting further local buyers to support the retail and service providers. This “greater Town Centre” initiative will invite new residents from two demographics – people in their twenties and people in their sixties who want to live close to arts, entertainment, interesting shops and restaurants, professional services, and an active street life. Live, work, play, and learn within a five minute walk of everything is the new “cool” lifestyle. This is the future complete Osoyoos Town Centre.



The addition of corner bulges on parts of Main Street has improved pedestrian safety

2.3 Goals and Principles

Goals

- Create enduring business vitality throughout the entire year;
- Make the Town Centre the social and cultural destination with local meaning;
- Organize the Town Centre community for success; and
- Develop physical improvements with the community.

Principles

- **Focus on the Town Centre Core Area First:** Include Main Street from Spartan Drive to 89th Street and 74th as well as 78th Avenues as business transition areas.
- **Start with a Practical and Achievable Action Plan with Pilot Projects:** This Plan outlines specific short term practical steps to build momentum and achieve early successes.
- **Reinforce the Existing Character and Uses:** This Plan intends to protect and enhance the existing character areas of the Town Centre, unique specialty locally-owned retail, food and beverage space, while expanding complementary retail, support services, arts and entertainment.
- **Create a “Pedestrian-First” Town Centre:** A series of short term pedestrian, bicycle, and vehicular improvements are recommended to prioritize pedestrian/bicycle safety, access, emphasis, and activity in the Town Centre.
- **Connect with Important Adjoining Activities and Destinations:** As part of the pedestrian-first initiative, the Town Centre should improve safe connections and convenient pedestrian, bicycle, and transit connections.
- **Encourage Residential Redevelopment in and Around the Town Centre:** Further residential redevelopment in medium density housing should be encouraged and is important in increasing activity in the Town Centre as a place to live, work, and play.
- **Target and Direct Right Growth:** Encourage quality development and protect the important features, character, uses, and buildings in the Town Centre to create a unique and outstanding place. Build on both the historic and contemporary areas of the Town Centre – respecting and improving both.

2.4 Key Success Factors

Too many Downtown and Town Centre plans under-perform, fall short of their objectives, or outright fail with no one really accountable to performance. Even with well intentioned and polished plans, many of them do not match the expectations so enthusiastically expressed during the planning process. There are many reasons why but still the fact remains – the plans did not create the success and enduring momentum that they were intentioned to create. Ultimately, the Town Centre should be vibrant, exciting, and prosperous. It should be the go to place in the community and reflective of the economic health of the region. So how does Osoyoos get there from here?

Underlying these reasons are four fundamentals that, if not embedded in the plan framework and implementation, will not give rise to enduring and measured success.

First, like any business, without leadership, commitment, and tenacity, all plans will fail. Town Centre plans need a commitment from Mayor, Council and staff in tandem with the business community. As is the case in many small towns, there is little accountability as there is a small staff stretched to their limit with limited resources. At the same time, small businesses have limited resources, given competing needs. A central coordinator and organization with connected community partnerships are fundamental to enduring success. An “action plan” has to be embedded into the Town’s Capital Plan, with annual and multi-year targets, key public actions, funding commitments, responsible parties, and additional implementation strategies as alternative contingency planning. Simply put, private investment follows public commitment.

***Osoyoos Action Response 1:** Lead change. Commit a staff member or a new position to help in leading actions in the Town Centre and create a Business Improvement Association (BIA) to help coordinate business initiatives in the Town Centre area. In addition, the “greater” Town Centre edges also need support with residential infill and other initiatives that help bring more people living in and supporting the centre (see next “second” fundamental for further explanation).*

Second, the Town Centre is more than Main Street. In this case, the adjoining businesses transition areas, the residential neighbourhoods, and Gyro Park should all help the Town Centre’s success. Local residents are local buyers and recreation destinations create potential spin-offs. Add the transitional service businesses on the edges and you have more buyers, jobs, and other demands for goods and services.

***Osoyoos Action Response 2:** Think bigger than Main Street. More people living around the Town Centre core mean more business, activity, and prosperity. Support these newcomers with a further mix and local critical mass of businesses, arts, and entertainment to draw even more people to the centre.*

Third, there is a direct correlation between the Town Centre and the health of the Town. One is connected to the other. Any investment in the Town Centre is an investment in the Town. The new digital economy offers further opportunity, especially if seniors and young adults are looking for a warmer climate and recreation out their back door. Add a higher quality of life to these fundamentals, with arts and local culture, then you can build competitive advantage as compared to other destinations. According to extensive recent research by Richard Florida,

younger people (Millennials) are looking for a place first ahead of jobs. They can live anyway (almost) in the new economy. This attitude is in distinct contrast to past generations where the search for jobs came first and place followed.

Osoyoos Action Response 3: *Create a complete Town Centre with work, play, and learn close to where you live. Focus offices, institutions, civic uses, and the arts in the core area in addition to the food and beverages space as well as retail.*

Fourth, you need a walking-first place not a car-centric space. People buy things - cars don't buy things. The next generation and seniors are looking for places to walk – attractive walks both quiet and active. The active Main Street and the quiet neighbourhood street should be all within a five to ten minutes walk or bike from their homes. Great walking places realize greater revenues and appreciate over time. Strong place-making and place-keeping principles should, when properly designed and implemented, realize greater appreciation in well-defined environments versus the less controlled suburban environments where regulations can be less stringent and result in inconsistencies. Less predictability creates uncertainty for investment and real estate values.

Osoyoos Action Response 4: *Change the policies and create the incentives to reinforce the Town Centre as the walking place, a safe place to bicycle and the preferred place to experience the action and attractions of Osoyoos.*

So, a great Town Centre helps contribute to and build a valued community that in turn attracts stable businesses, residents, and visitors, and that in turn creates a tax base to support the community, its amenities and services, and so continues the cycle of success.

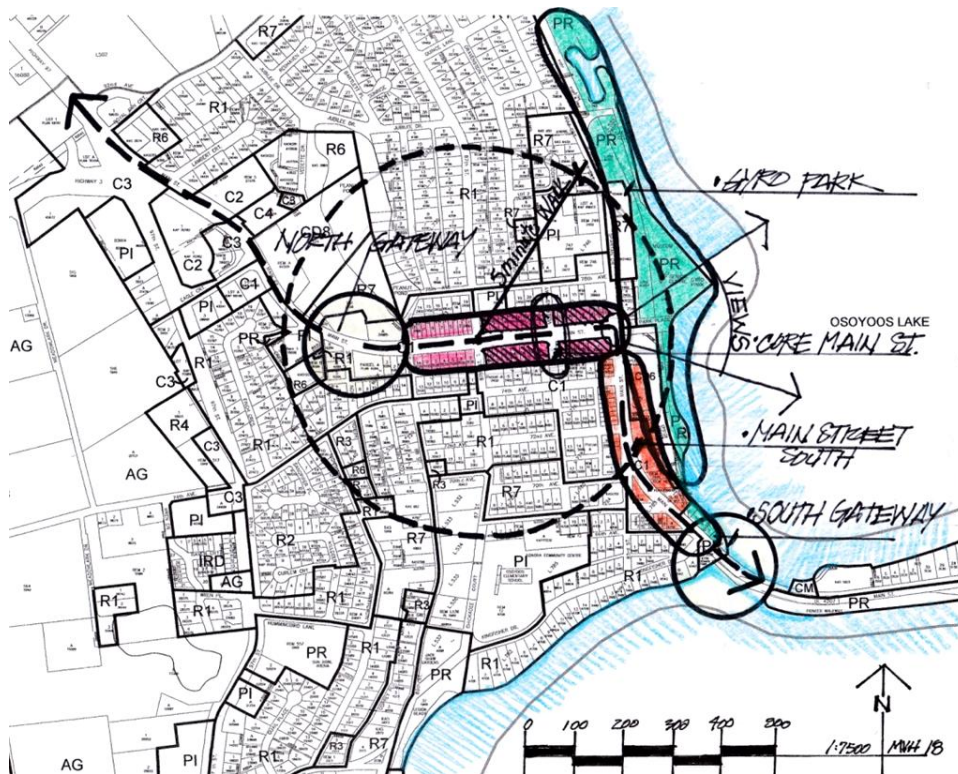


3.0 TOWN CENTRE ANALYSIS AND PUBLIC ENGAGEMENT

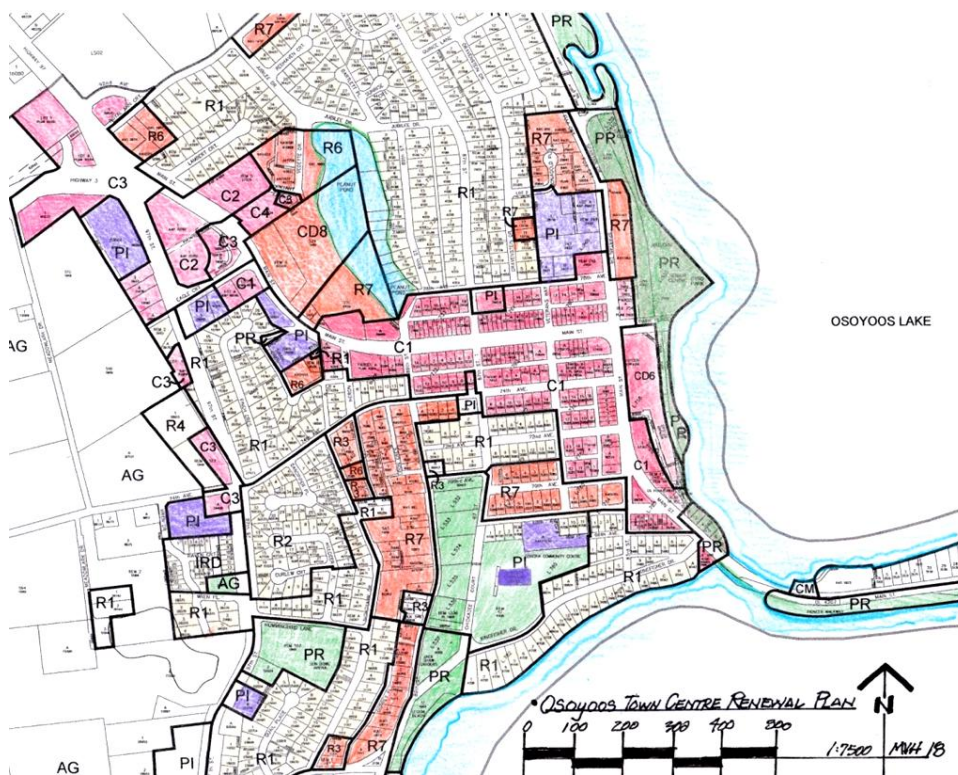
3.1 Town Centre Analysis

The following is a summary of observations and analysis of the Town Centre area:

- The area is a “five minute Town Centre” in that it is no more than a five minute walk to the centre (see *Site Analysis Summary map on following page*) from the outer edges of Main Street. It is also not more than a ten minute walk from the outlining “greater Town Centre” area.
- Main Street has the highest concentration of pedestrians in the first two eastern blocks adjacent to Gyro Park.
- Gyro Park is an exceptional amenity but needs to be better physically and visually connected to the Town Centre area.
- There are limited meeting and gathering places in the Town Centre beyond the civic park in the upper portion of Main Street adjoining the Municipal Hall.
- There are opportunities to create more outdoor patios, seating, and introduce new selective street furniture at the new extended bulges of the intersections, and even second floor roof patios with outstanding views.
- Main Street is also a Provincial Highway that somewhat limits its alteration. However, the travel lanes are excessively wide (approximately 7.5 metres). This travel lane width provides the possibility of some street narrowing in the core area to increase safety and provide potential widening of the sidewalks on either side of the street without losing the highly valued angle parking.
- A half-block portion of 85th Street (Veterans Way) north of Main Street (between Main and 78th Avenue) offers the potential for partial or full closure to create a central plaza in the Town Centre. This area is central to all the businesses and recreation activities.
- The surrounding uses north and south of Main Street provide an opportunity for further transitional commercial on 78th and 74th Avenues including offices, institutional uses, and professional services.
- The areas south and north of 78th and 74th Avenues along Main Street offer the opportunity for further housing intensification. These areas could provide a diversity of compact housing forms that includes duplexes, triplexes, and townhomes with consideration for three to four storey apartments depending on the location and fit in the neighbourhood (Development policies and zoning may have to be amended).
- Improved pedestrian and bicycle connections to the waterfront and the surrounding Town Centre neighbourhoods will be important to help create a pedestrian-first Town Centre where it is convenient and preferable to walk or bicycle.



Site Analysis Summary



Greater Town Centre Area Complete Downtown Opportunity

Economic and Business Analysis

- The local population represents the most significant spending estimated to be \$130 million excluding auto and medical services (see Table 1 below, Figure 1 and Figure 2 on following page).
- The local population should therefore be the top priority to ensure year-round vitality.
- The Osoyoos demographic is older, but showing signs of having youth, though there is a gap.
- Grocery, as well as fast food and beverage outlets, are top spending segments for residents and visitors.
- The Osoyoos restaurants (full and fast food) have a strong local orientation.

Table 1 – Osoyoos Retail Trade Area – Household & Aggregate Spending Summary by Merchandise Category

(Source: Manifold Data Mining Inc & Key Planning Strategies 2018 estimated)

	Osoyoos Town Centre 10-Minute D/T	Osoyoos Town Centre 20-Minute D/T	Osoyoos Town Centre 30-Minute D/T	Osoyoos Town Centre 10-Minute D/T	Osoyoos Town Centre 20-Minute D/T	Osoyoos Town Centre 30-Minute D/T
Grocery & Specialty Foods	\$8,426	\$6,945	\$6,893	\$31,058,236	\$53,407,050	\$65,779,899
Pharmacy	\$673	\$868	\$868	\$2,480,678	\$6,674,920	\$8,283,324
Alcohol & Tobacco	\$2,047	\$1,674	\$1,670	\$7,545,242	\$12,873,060	\$15,936,810
Personal Services	\$1,538	\$1,146	\$1,122	\$5,669,068	\$8,812,740	\$10,707,246
Medical & Dental Services	\$762	\$615	\$604	\$2,808,732	\$4,729,350	\$5,763,972
Clothing & Apparel	\$1,707	\$1,245	\$1,219	\$6,292,002	\$9,574,050	\$11,632,917
Footwear	\$606	\$430	\$422	\$2,233,716	\$3,306,700	\$4,027,146
Jewelry & Accessories	\$353	\$266	\$259	\$1,301,158	\$2,045,540	\$2,471,637
Health & Beauty	\$1,263	\$1,060	\$1,038	\$4,655,418	\$8,151,400	\$9,905,634
Home Furniture & Décor	\$1,166	\$844	\$831	\$4,297,876	\$6,490,360	\$7,930,233
Home Electronics & Appliances	\$885	\$577	\$569	\$3,262,110	\$4,437,130	\$5,429,967
Home Improvement & Gardening	\$760	\$924	\$904	\$2,801,360	\$7,105,560	\$8,626,872
Books & Media	\$2,430	\$909	\$923	\$8,956,980	\$6,990,210	\$8,808,189
Sporting Goods & Outdoor Recreation	\$1,166	\$640	\$642	\$4,297,876	\$4,921,600	\$6,126,606
Toys & Hobbies	\$258	\$248	\$241	\$950,988	\$1,907,120	\$2,299,863
Specialty Retail	\$979	\$714	\$707	\$3,608,594	\$5,490,660	\$6,746,901
Quick Service F&B	\$6,366	\$5,207	\$5,150	\$23,465,076	\$40,041,830	\$49,146,450
Full Service Restaurants	\$2,572	\$2,005	\$1,969	\$9,480,392	\$15,418,450	\$18,790,167
Entertainment & Leisure	\$2,270	\$1,728	\$1,705	\$8,367,220	\$13,288,320	\$16,270,815
Auto Parts Accessories & Repair	\$3,192	\$2,840	\$2,809	\$11,765,712	\$21,839,600	\$26,806,287
Auto/RV/Motorsports Dealerships	\$5,979	\$5,284	\$5,149	\$22,038,594	\$40,633,960	\$49,136,907
TOTAL	\$45,398	\$36,169	\$35,694	\$167,337,028	\$278,139,610	\$340,627,842
TOTAL (excluding Medical & Auto)	\$35,465	\$27,430	\$27,132	\$130,723,990	\$210,936,700	\$258,920,676

Figure 1 – Osoyoos Town Centre Retail Trade Area

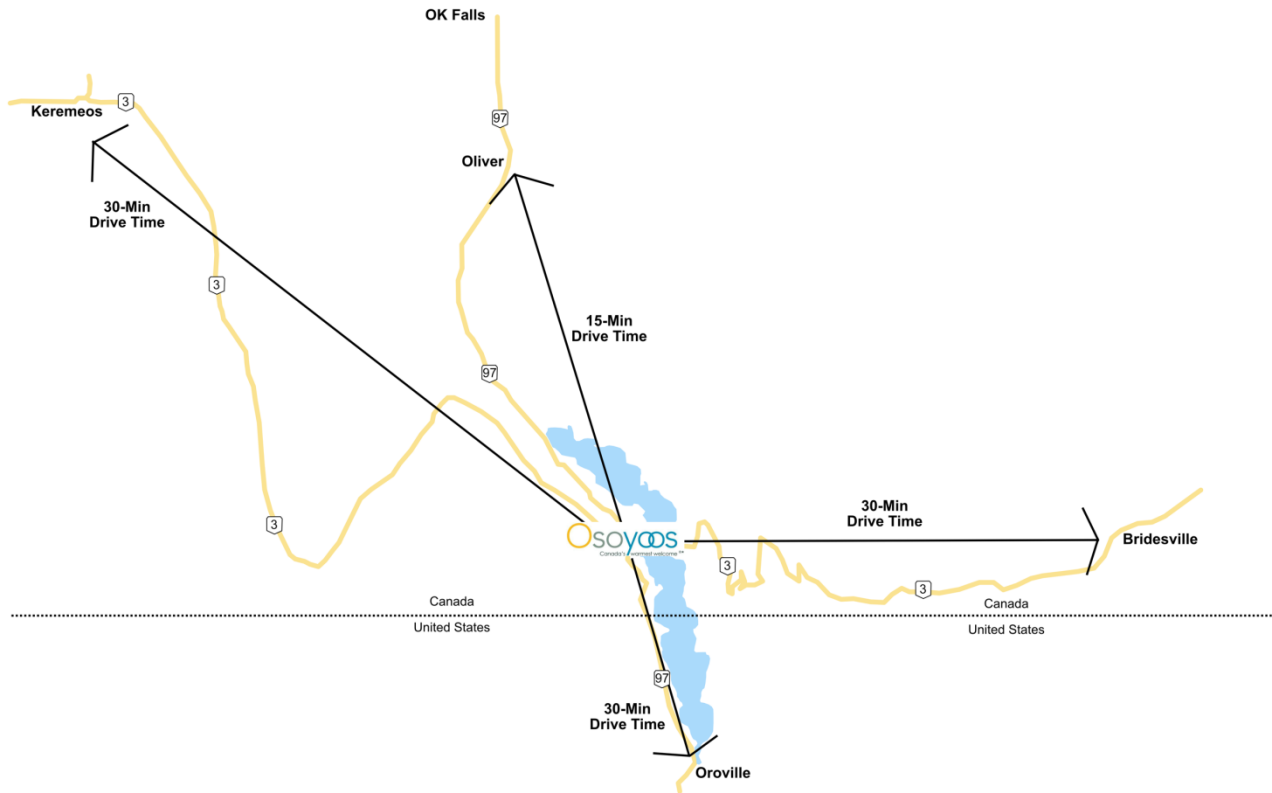


Figure 2 – Osoyoos Town Centre – 30 Minute Drive Time Retail Trade Area Summary



Business Activity, Mix, and Targets

- The core pedestrian realm for street front activity and the highest concentration of pedestrians are between Spartan Drive and 87th Street. This is consistent with a comfortable 500 foot and 1000 foot (up to 400 metre) walking distance (see Figure 3 below).
- Current floor space mix of Local to Branded stores is a ratio of 63:37. The target for the Osoyoos Town Centre should be 75:25 (see Tables 2, Figures 4 and 5 on following pages).
- The current street front business mix on Main Street is oriented towards Personal and Professional Services - those that typically have limited hours and days of operation.
- Main Street South, that includes 78th or 74th Avenues, should be prioritized for Professional Services and businesses not conducive to street front store hours. The primary core Main Street area should prioritize street front retail to have a truly successful pedestrian realm and viable year-round street oriented business culture.
- The cyclical nature of businesses through the four seasons leads to staffing issues and the need to create strategies for consistent store hour operations.
- Shared parking with adjacent off- Main Street private parking lots could be considered, especially during special events and peak summer tourist times (example: The Legion).

Figure 3 – Town Centre Street Front Business Mix by Category



Table 2 – Business Mix by Size and Market Orientation (Local versus Branded)

Business Category	Floor Area (sq. ft.)	Number of Businesses	Local (sq. ft.)	Branded (sq. ft.)	Local (# Businesses)	Branded (# Businesses)
Grocery & Specialty Foods	18,730	3	18,730	0	3	0
Pharmacy	14,000	2	0	14,000	0	2
Alcohol & Tobacco	6,510	3	2,300	3,960	2	1
Personal Services	12,940	15	11,990	700	14	1
Clothing & Apparel	13,910	7	7,710	6,200	6	1
Footwear	850	1	850	0	1	0
Jewelry & Accessories	850	1	850	0	1	0
Health & Beauty	4,000	2	4,000	0	2	0
Home Furnishings & Décor	7,070	2	7,070	0	2	0
Electronics & Appliances	400	1	400	0	1	0
Home Improvement & Garden	5,700	1	0	5,700	0	1
Books & Media	0	0	0	0	0	0
Sporting Goods & Recreation	5,725	3	5,725	0	3	0
Toys & Hobbies	0	0	0	0	0	0
Specialty Retail & General Merchandise	24,250	7	6,520	17,480	5	2
Quick Service F&B	12,085	10	8,155	3,930	8	2
Full Service Restaurant	28,240	10	20,040	8,200	8	2
Entertainment & Leisure	15,200	3	13,800	0	3	0
Cultural Services	4,020	2	4,020	0	2	0
Professional Services	50,320	28	31,310	20,010	17	11
Vacant Lot	42,000	4	n/a	n/a	n/a	n/a
Vacant Unit	4,450	4	n/a	n/a	n/a	n/a
Auto Services	3,080	1	0	3,080	0	1
TOTAL (excluding vacant lots and units)	227,880	102	143,470	83,260	78	24
			63%	37%	76%	24%



The support and expansion of local businesses will be important to enhance the uniqueness of Osoyoos and to improve the overall performance through the four seasons.

Figure 4 – Business Mix by Number of Businesses & Category

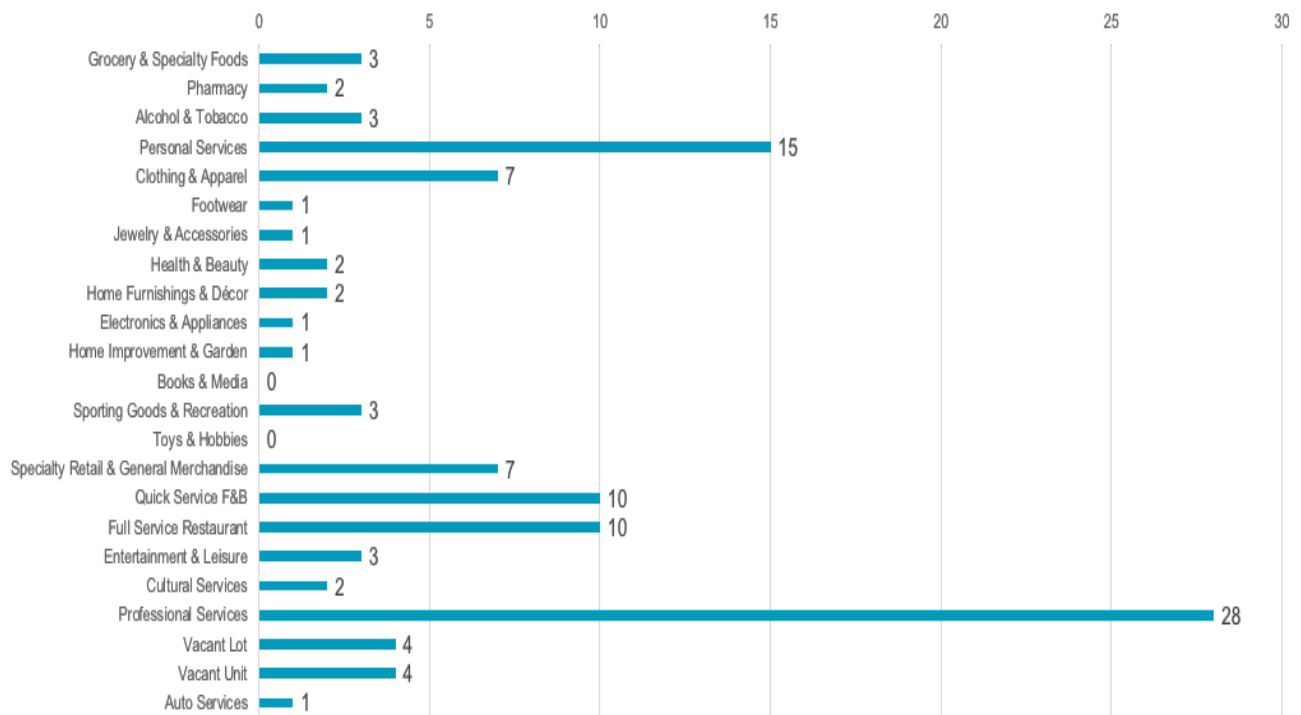
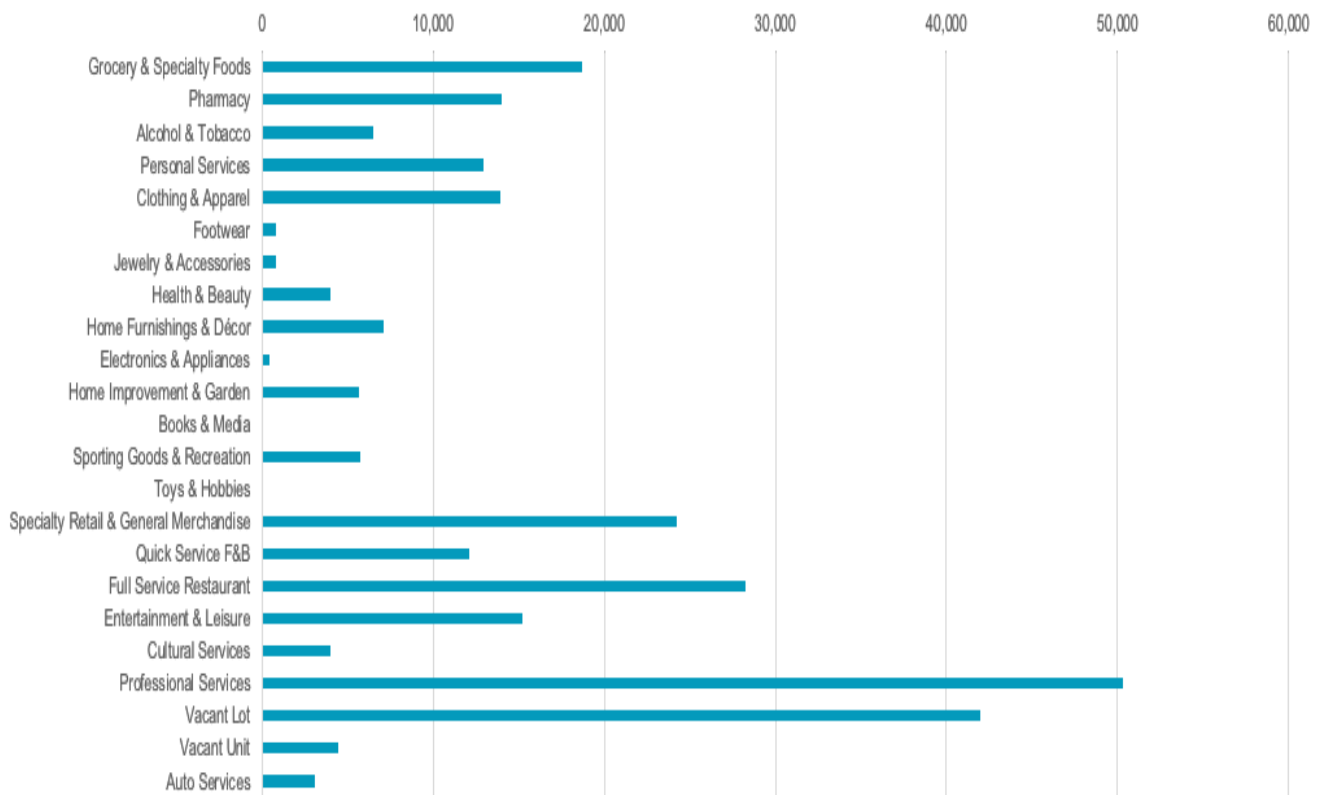


Figure 5 – Business Mix by Total Category Floor Space (sq. ft.)



3.2 Public Engagement and Feedback

Town Centre Workshops' Voices on June 4 and 5, 2018

"We need quick wins to build successful momentum." - Mayor

"Local businesses make the unique vibration of the Town Centre." - Business Person

"We need a reason to stop in the Town Centre." - Osoyoos Councillor

"Designing for the pedestrian is the number one driving force to the Town Centre Success." - Osoyoos Town Centre Task Force Member and Councillor

"Create an 85th Street Promenade – the street could be closed as a special event reflecting the street dance area in the 1950's." – Councillor

"We need to build relationships." – Councillor

"Incentives are needed to improve the facades and businesses." - Resident

"We need more cafes and restaurants." - Resident

"Improve the pedestrian ways by fixing the uneven sidewalks." - Resident

"More trees for shade and colour." – Councillor

"Bring more food vendors to the Town Centre." – Resident

"Create more small gathering places." – Resident

Opportunities and Challenges

The following lists resulted from workshops with Council, the Town Centre Task Force, and the community on June 4 and 5, 2018.

Opportunities

1. The only desert town in Canada
2. Opportunity for enhancing American southwest theme
3. Close to United States border
4. Warmest Town and lake in Canada
5. Potential warmest welcome in Canada
6. Destination for seniors – especially winter seniors
7. Destination for summer recreation
8. A pedestrian priority and focus
9. Outdoor patios to hang out and linger
10. More arts and culture (public art walk, band shell, and activities)
11. Need of "Picture" moments at landmark locations ("Selfie" locations)

12. Lakefront town and spectacular scenery
13. 400 metre town centre (5-10 minute walk from one end to other)
14. Some vibrant and unique stores (Elvis, Home Hardware, Jo-Jo's, Sports)
15. Apparent parking availability (5 public parking lots and free parking)
16. Angle parking in place and broadly supported
17. Significant destinations include Park and the Watermark Hotel
18. Osoyoos Band cooperation for history, culture and art
19. Town Centre brand and theme
20. More trees for shade and comfort
21. 85th Street closure for public meeting place
22. Pop-up incubator businesses on 85th Street
23. Traffic volumes on Main Street creates captive audience
24. Greater mix and choice of stores
25. No significant social problems in the Town Centre
26. Need for "an empowerment plan" to take the good to great
27. Need for facade improvement guidelines to coordinate facades
28. Increased unique "local vibe" by sound, smell, storefront, and welcome
29. Define the Town Centre as more than Main Street – the "Greater Town Centre"
30. Planned new museum in the Town Centre and new municipal building

Challenges

1. Seasonal business and affordability
2. No organization to coordinate Town Centre activities and improvements
3. No reason to stay longer in the Town Centre
4. Town Centre is not memorable
5. Main Street is a highway controlled by the Province
6. Main street appears overly wide with little connection between sides of street
7. Waterfront Park separated visually and physically from the Town Centre
8. Limited destinations in the Town Centre
9. Limited outdoor patios and meeting areas
10. Sidewalks too cluttered in some cases
11. Old and dated street furniture and lighting
12. Limited evening activities
13. Gateways ill-defined in the Town Centre
14. Wayfinding is small and confusing
15. Disconnect between central, north, and south Main Street areas
16. More shade structures are needed on north side of street
17. Limited residential density in the Town Centre for local customer support
18. Limited growth potential
19. Vacant stores or opportunity for redevelopment
20. Focus on small stores and bigger uses in the Town Centre

Prominent Themes

- Create gateways that define the Town Centre and clear wayfinding
- A need to develop incentives to encourage action
- Design for the pedestrian first
- Improve parking management and visibility
- Create a greater Town Centre area for intensification
- Extend uses into outdoor patios
- Create a meeting place heart (85th Street Plaza)
- Extend the unique 'local vibe' and stores
- Update the streetscape and facades
- Organize activities and businesses for further success
- Make it the "place to be"
- Create social "oasis" shade and coolness structures
- Need to organize and create a town centre partnership to implement action plan and initiate pilot projects to create early wins and build renewal momentum



Town Centre Public Engagement Workshop June 2018

Action Plan Priorities from September 24, 2018 Community Workshop

A very active and engaging evening on September 24 resulted in a general priority list of 20 jump-start ideas for the Town Centre. A further Open House on November 8th generally reinforced those directions with many overlapping ideas and suggestions. These jump-start ideas have been further refined in the Section 5: Detailed Action Plan of this report.



The top ten priorities included:

1. Business retention and recruitment program
2. Outdoor oasis patios
3. Accessibility
4. 85th Street plaza
5. Facade facelift program
6. Green the streets
7. Infill residential
8. Wayfinding signage
9. Town Centre Streets Alive events program
10. Conversation corners

Other top twenty action items considered included:

11. Sign program
12. Street light renew
13. Street furniture upgrade
14. Bike rack program
15. Water feature or artistic landmark
16. Art walk
17. Gateways
18. Pop-up businesses
19. Warm welcome ambassadors program
20. Buskers program

3.3 Illustrated Concept Plan Ideas

The following is a list of illustrated potential opportunities for the Town Centre area. These ideas came from discussions at the community workshops and Town Centre analysis.



Nine Ideas

1. Potential new pier concept at the east end of Main Street on Osoyoos Lake with “sails” enclosure as an attraction and landmark.
2. Potential 3 to 4 storey residential building on vacant land to bring more residents to the centre and improve businesses over the four seasons.
3. Potential 4 storey mixed use building to increase residents and activity on Main Street.
4. Potential back lane improvements to activate the lanes in the Town Centre.
5. Potential street tree planting program to cool the streets, add amenity, and contribute to a healthy green Town Centre.
6. Potential 85th Street Plaza as a meeting place on the half-block north of Main Street.
7. Potential townhomes, public parking, and the new museum location as options for redevelopment of part of the block at the corner of 87th Street and Main Street.
8. Potential Main Street landmark public art piece at the corner of Spartan Drive and Main Street to signify the centre of town.
9. Potential new public parking signage to improve visibility of free public parking.

4.0 RENEWAL STRATEGIES

4.1 Strengthen Town Centre Businesses

This strategy includes retaining, expanding, and improving businesses in the Town Centre based on the important premise that local business should come first and consist of the dominant use (3:1 ratio of local to chain retailers). The local first approach not only creates a home-grown and unique “vibe” but increases local investments and profits reinvested in the community versus elsewhere. The local shopper also comes first over the visitor as they spend more (see earlier economic and business analysis) and the Town Centre is to therefore serve them first. Business Improvement strategies include:

- Establish the aid of a town staff person or as required the services of a professional consultant for special projects as a key driver for business recruitment and retention activities as well as events planning and project implementation.
- Create a Business Improvement Association (BIA). Membership fees can be charged and revenues put into Town Centre events/programming.
- Delineate a core boundary for the establishment of a Business Renewal Zone (BRZ) and an associated Business Improvement Association (BIA), which would apply a percentage of business property tax for use within the identified BRZ only.
- Establish a 10-member (could be an evolution of the Town Centre Task Force) Steering Committee in Year 1 comprised of three business owners, two property owners, one Town Staff member, one Destination Osoyoos employee, one Chamber of Commerce member, one Arts Council member, and possibly one youth member (from High School).
- Recruiting a few more locally-owned smaller anchor stores that create multiple reasons for locals and visitors to come to the Town Centre and stay for an extended period of time. A home-grown destination anchor example is Home Hardware on Main Street.
- Think of bringing more civic activities and destinations into the Town Centre beyond the proposed new museum location like an interactive children’s museum. Bozeman, Montana has created a children’s museum adjacent to its downtown.
- Leverage the Resort Management Initiative (RMI) for provincial funding.
- Introduce an Osoyoos Town Centre Discount Card (OTC Discount Card), which could be sold for \$5 at businesses in the Town Centre and would provide a 15% discount to any business. This would only be valid/applicable during the shoulder seasons from October to April.
- If a BIA is set up, or initially through the Town, it may be possible to introduce a Osoyoos Town Centre Dollars (OTC Dollars) program in which participating businesses could sell OTC Dollars (like gift cards or gift certificates) that can be used at Town Centre shops, restaurants, service providers and hotels. The OTC dollars would be produced in \$5, \$10 and \$20 denominations. (This program has been successfully used in tourism markets like Vernon and Charlottetown). There is no fee for businesses to participate. They simply accept the dollars as cash and the BIA or Town will reimburse them the full face value once returned to us. This could be an effective tool for Holiday Seasons such as Christmas.
- Through LOCO BC (www.locobc.ca), which advocated for Buying Local, the Town could set up a Buy Local Week.
- Provide opportunities for roof-top patios, pop-up businesses and food trucks during special events, and even work/live opportunities on 74th and 78th Avenues.



Recruit a few more locally-owned destination anchor stores on Main Street like Home Hardware



Recruit more special family arts, culture, and education destinations like a Children's Museum (Bozeman, MT)



Second floor patio use potential in Gardner, Montana could apply to Osoyoos



Modern design indoor/outdoor patio (Bozeman, MT) and special park play structures (Berlin, Germany)

These special features invite and attract locals and visitors to the Town Centre area. An innovative play structure could be erected in the proposed 85th Street Plaza area or in Gyro Park.



Work/Live opportunities in the Town Centre off Main Street on 74th and 78th Ave. (Whitehorse, Yukon)



Pop-up business incubator workshops that are solarised could be temporary installations as part of an Arts Village in Gyro Park or on the proposed 85th Street Plaza Area (Whitehorse, Yukon)

4.2 Extend Uses Outdoors with Sidewalk Patios

The following existing sidewalk at Jojo's Cafe is a great opportunity for expansion into a formal patio adjacent to the use with parking spots converted to motorcycle and bike parking (see illustration below). Other patio options do exist (see other photo examples).



Jojo's Cafe: Existing Situation



Jojo's Cafe Patio Concept: Potential outdoor patio, external boardwalk and bike/motorcycle parking



Outdoor Patio and Sidewalk Bypass with overhead shade structure (Peachland, BC)



Extending the uses and inviting the public to a "Community Table" (Squamish, BC)



Cool Corner Oasis overhead patio screening concept (Bozeman, MT)



Mobile or permanent food trucks for additional local food infill concept (Bozeman, MT and White Rock, BC)



Movable seating, fold-up benches, and colourful chairs create lingering places (Whitehorse, Yukon, and Whistler, BC)

4.3 Create Conversation Corners

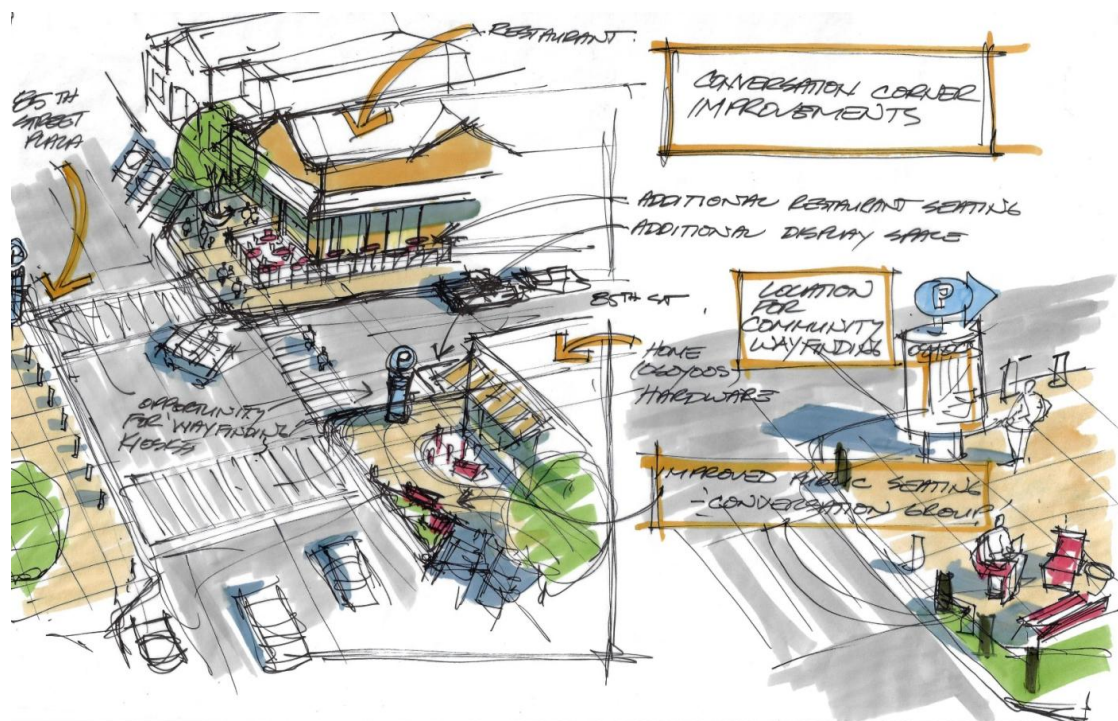
The recently improved and safer pedestrian crossings and associated sidewalk extensions (bulges) offer an opportunity for further pedestrian improvements such as seating, planting, public art, information, and planting to facilitate more meeting places and informal conversations in the Town Centre (see illustration below and next page).



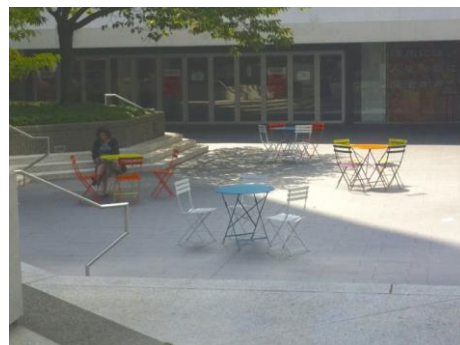
Existing Sidewalk Extension (bulge) on Main Street



Potential Conversation Corner Parkette Concept for corner bulge enhancements (Nelson, BC)



Conversation Corners: A wayfinding kiosk, public art, and seating could be part of the programming of these corner sidewalk extensions. It is suggested that each corner bulge design program be customized to meet the needs of that particular corner with input from adjacent businesses.



4.4 Tame the Traffic and Improve Accessibility for a Safer Place

Main Street in the core area between 89th Street and Spartan Drive offers the opportunity to expand the sidewalks for outdoor patios and create a “shopping promenade experience.”

The valued angled parking does not have to be forsaken as each of the Main Street travel lanes are up to 7.5 metres wide (for two lanes – one in either direction). That means that the overall travel lanes could be narrowed to 5.0 metres each, leaving approximately 2.5 metres on each side of the street for sidewalk widening. The extra 2.5 metres could make room for additional patios or display space along the entire three blocks. The challenges for this concept include approvals required from the Ministry of Transportation and Infrastructure (MOTI) since Main Street is a Provincial Highway under their jurisdiction and the convenience for angled parkers to back out into a non-movement area before entering Main Street traffic.

Perhaps a pilot project of one block from Spartan Drive west to 85th Street could experiment to see if there is support at least during summer months. The Highway could be narrowed temporarily and the parking adjusted to accommodate outdoor patios along that one block. This pilot project would require approval from MOTI.



Driving lanes on Main Street will have ample room with sidewalk widening and retaining angle parking

As an example of sidewalk widening, review Kelowna's Bernard Avenue below. By changing the angle parking to parallel parking, the sidewalk was expanded 2.5 metres on each side. As a result, the whole pedestrian experience has changed with continuous outdoor patios, a wide sidewalk promenade, and a high level of pedestrian activity day and night.



Wide sidewalks create an outdoor living room for all activities and generous walking space
(Kelowna, BC)

4.5 Develop the 85th Street Plaza and Improve Other Streets

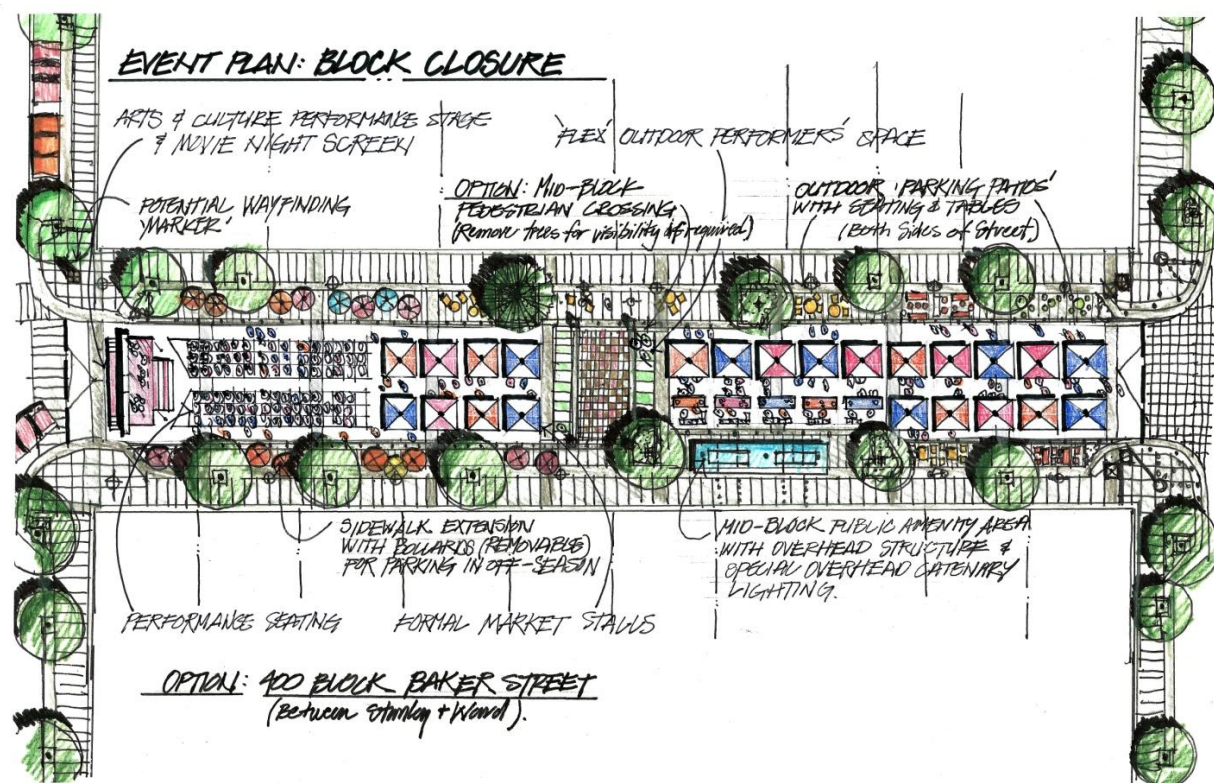
The creation of an 85th Street Plaza on the half block north of Main Street. This plaza would create a central meeting place and celebration space for the community. It could be programmed with special elements and accommodate the Farmers Market and other special events.



Existing Conditions: 85th Street North of Main Street



Potential 85th Street Plaza with shade structures, trees, outdoor patios, movable chairs, and tables



Special Events Plan, Street Closure Concept (Nelson, BC) for 85th Street and/or Main Street for the first block west of Spartan Drive



Existing Conditions: 87th Street North of Main Street (current Home Hardware Bldg - future Museum site)



Potential 87th Street improvements that could be associated with the museum block redevelopment including street tree planting, widening sidewalks, corner bulges, sidewalk outdoor patio space, and rooftop outdoor patio

4.6 Create a Facade Facelift Program

There is a need to improve some facades in the Town Centre area to establish a consistent look in form, massing, materials, and colour. Some efforts have been made recently to add character to the Town Centre which has resulted in a combination of Spanish and American Southwest styles. At the same time, there is a need to encourage a minimum standard of maintenance to further improve a well cared for Town Centre.

Current design guidelines and standards should be updated to obtain a consistent look and feel throughout the central area.

A recommended “Facade Facelift” program would create incentives to improve some of the facades (see Chapter 5 for details).



Past efforts to introduce a consistent theme to Town Centre buildings need further refinement

4.7 Green the Streets

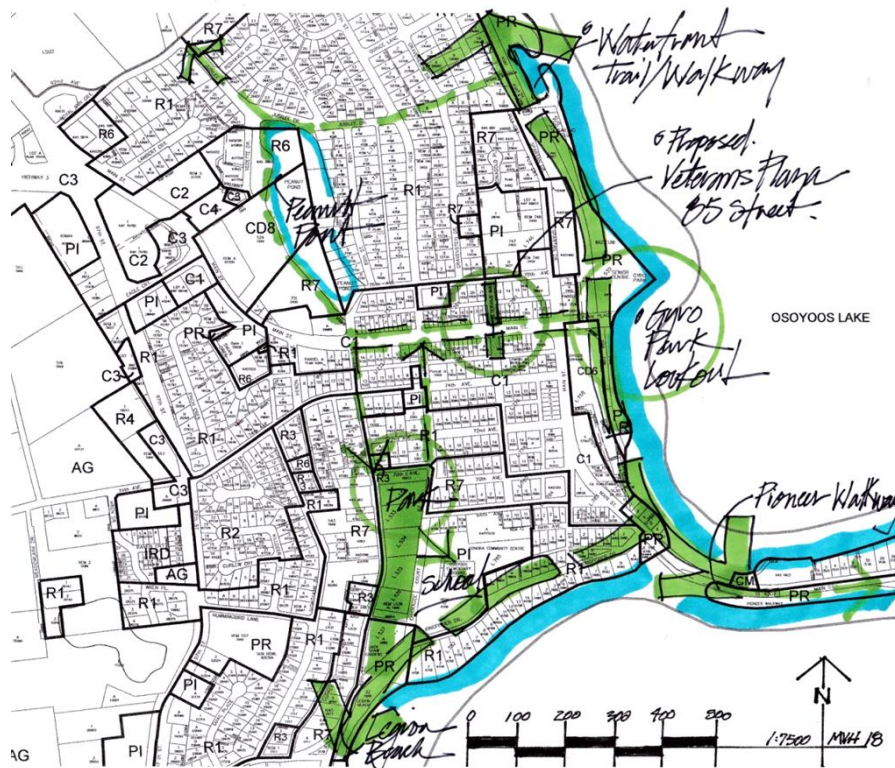
The improvements and tree planting on 74th Avenue south of Main Street have made a significant difference to the walking experience and quality of the streetscape for pedestrians. Osoyoos should build on that initiative and implement a sidewalk improvement and tree planting plan throughout the Towne Centre - further encouraging the desert landscape theme.



Recent improvements to private and public property on 74th Avenue and vicinity

4.8 Create a Greenways Network

There should be an interconnected street and trail system (Greenways) that links parks, open spaces and the Main Street area to the neighbourhoods (see concept diagram below). This initiative will build on the *Parks and Trails Master Plan* (2017) and further encourage pedestrian and bicycling to the Town Centre.



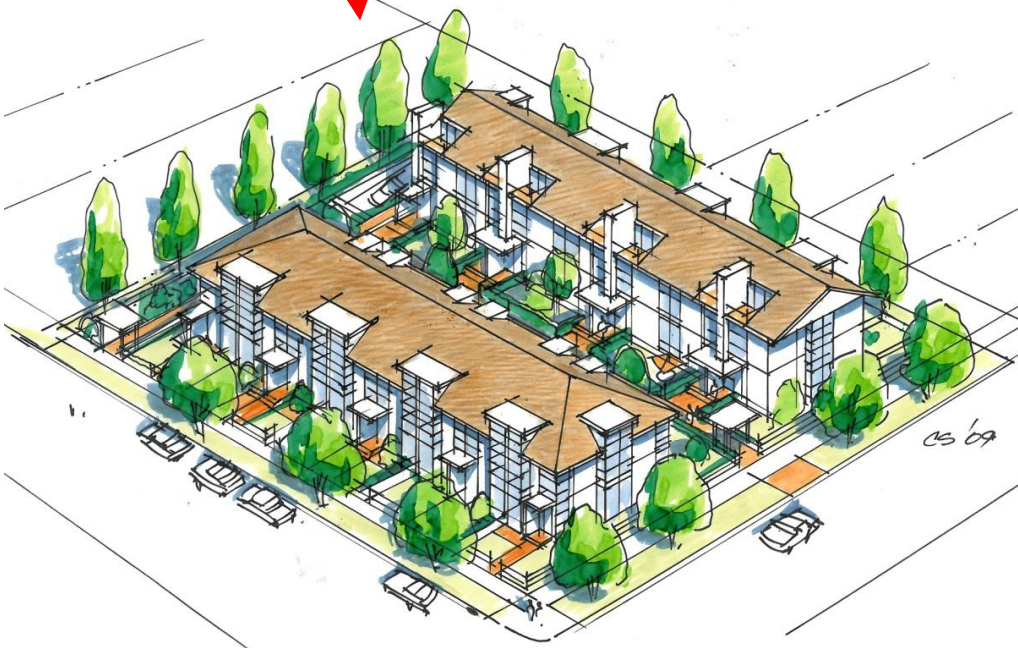
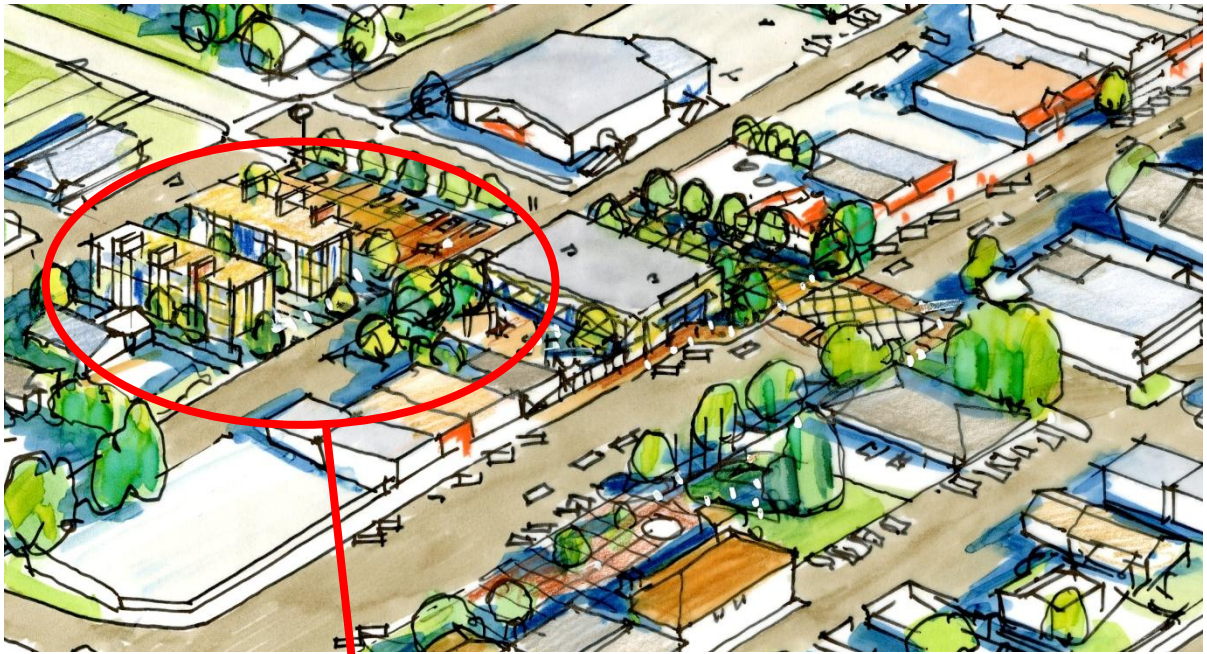
Create a network of “Greenways” for walking and bicycling to and from the Town Centre



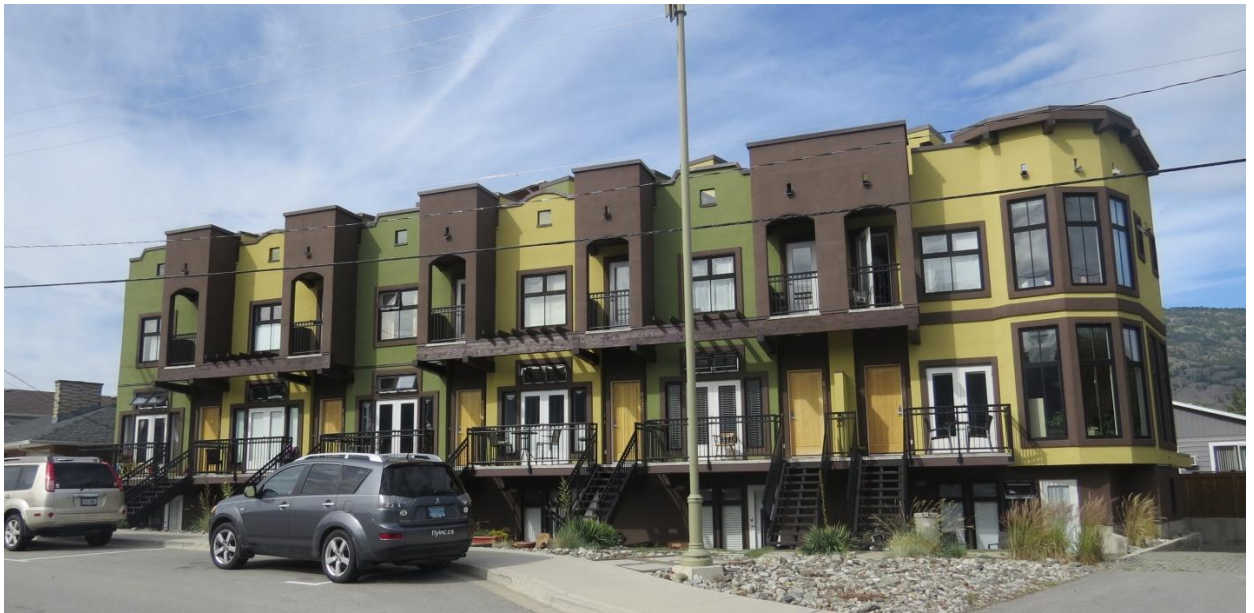
Games and fun are important for informal family activities along the potential “greenways” including the waterfront park and trail system that encourage more biking and walking (Kelowna waterfront, BC)

4.9 Add Compact Housing Around the Edges

The proposed new museum location and adjacent lots across from the Municipal Hall serve as an excellent opportunity for some infill townhouses and a public parking lot. Other opportunities on the outside edges of Main Street, or mixed use buildings on Main Street, could include townhomes and up to four storey apartments to encourage more people to reside closer to or in the Town Centre for convenience and vibrancy.



Potential townhome site redevelopment concept across from the Municipal Hall on 78th Avenue



Existing infill townhomes redevelopment in the Town Centre (Spartan Drive)



Additional potential four storey apartment housing adjacent to the Town Centre with amenities and services (Fort Langley, BC)

4.10 Welcome with Signage, Wayfinding, and Centre Definition

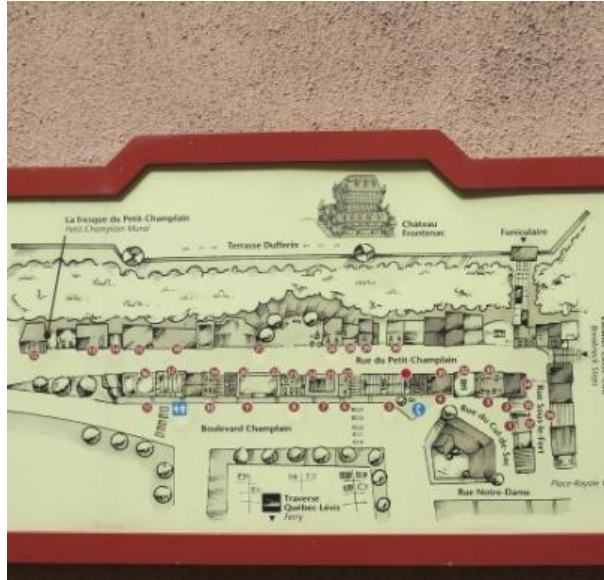
There is excellent potential to improve the visitor and local orientation and experience through effective wayfinding (signage) and landmarks (see illustrations below) in the Town Centre. For motorists, a larger and more prominent “free parking” and “P” parking logo along Main Street and a large similar sign on the civic parking lots would greatly enhance clear signage. For the pedestrian, selective information kiosks, public washroom signs, and a map of the Town Centre would improve the visitor experience (see images on next page).



Existing Condition: Corner of Spartan Drive and Main Street



Potential “Gateway Marker” at corner of Spartan Drive and Main Street and a potential new “Pier Sails” landmark viewed at the end of Main Street on Osoyoos Lake. These two landmarks are to establish the “Centre” of the Town Centre and arrival in the core of Osoyoos.



Parking wayfinding and tourist ambassadors help visitors (Osoyoos and Quebec City, PQ)



Create gateways, welcome, restrooms and photo opportunity (Toronto, Ont., and Gardiner, MT)



Partnerships in maintenance (Bozeman, MT)



More of a sharing community (Osoyoos, BC)



Better connect the waterfront with the Town Centre with walkways and safe connections

4.11 Bring Culture and Public Art to Enliven Streets and Spaces

Adding Streets Alive programming on a weekly and seasonal basis will be important for return visits to the Town Centre. You have to give people a reason to visit the Town Centre and there should be multiple options between eating out, a quick great coffee or a visit to the museum. These options should be listed and distributed to the community on a weekly or monthly basis, be posted on the Town's website, and mounted on information kiosks in the Town Centre.

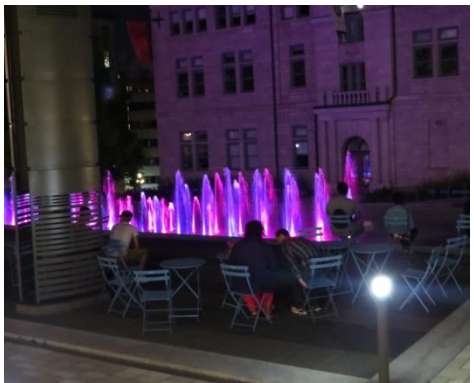
The addition of permanent and rotating public art installations and heritage interpretation are also key strategies to making the Town Centre greater. Some installations are in place as illustrate below on 85th Street below but these efforts have to be expanded to truly bring the centre alive on a daily basis!



More public art like this sequence of historical photos on 85th Street: Create an Art Walk (Osoyoos, BC)



Public Art that is memorable (Quebec City, PQ)



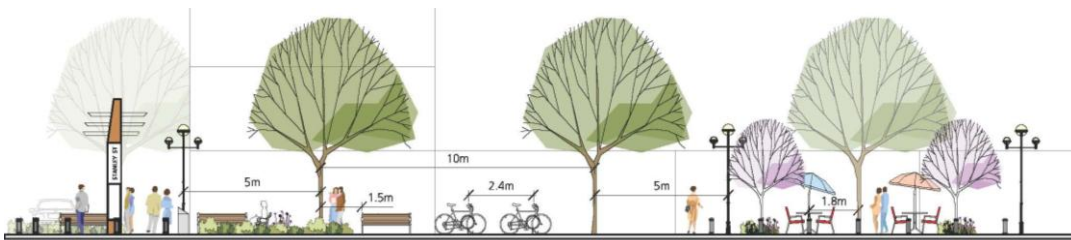
Temporary and permanent art installations, markets, lighting, and temporary artisan markets can animate the potential transformation of 85th Street into a meeting and gathering place (Quebec City, PQ and White Rock, BC)

4.12 Replace Street Lighting and Add Electric Vehicle Charging Stations

The Town of Osoyoos could consider replacing their street lighting as part of an “enlightening” program. This program would introduce a new lighting standard which includes vehicular and pedestrian lighting on one pole. The new lighting standard (whether heritage or contemporary design as illustrated below) would not only refresh but improve evening lighting (LED luminaries) in the Town Centre. The new poles would have brackets for the beautiful flower baskets and banners. At least four electric vehicle charging stations should also be added to prominent areas on or beside Main Street.



Existing lighting (Osoyoos) and customized signature lighting Kelowna (both pedestrian and vehicular)

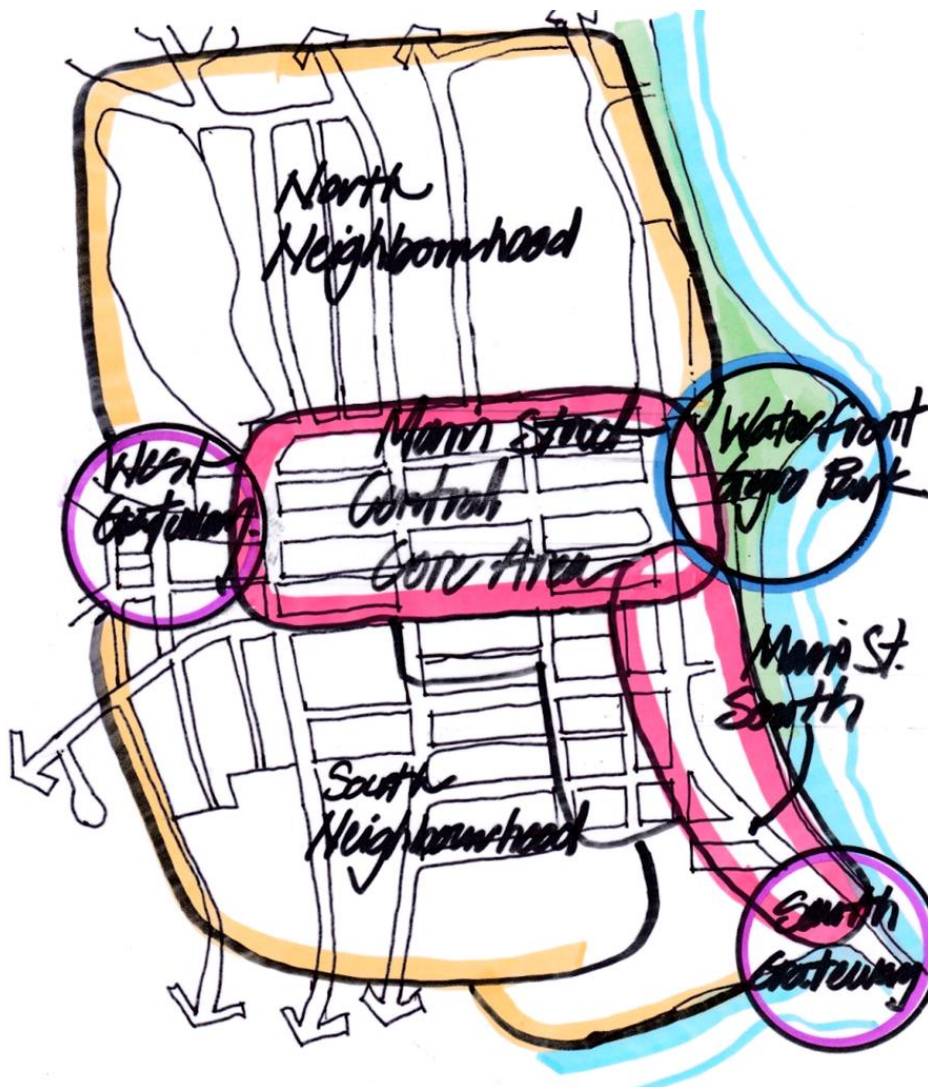


Street sample layout and dimensional setbacks on a typical block (Nelson, BC) to illustrate combining lighting with additional tree planning and selective new furniture installations

4.13 Create Policy Districts and Update Development Regulations

These districts will include more mixed uses and compact housing for a complete community. With the districts in place, appropriate land use emphasis, programming, and incentives can be directed at the specific areas. The Town Centre Districts concept evolved from the analysis of current land uses, location, and future potential:

- a. **Main Street Central Core Area:** Main Street area that has the highest concentration of pedestrians and shopping activity between 89th Street and Spartan Drive.
- b. **Waterfront Gyro Park:** The park area and associated activities along the waterfront.
- c. **Main Street South:** The south section of Main Street from Main and Spartan Drive to the south bridge.
- d. **West Gateway:** The west entrance along Main Street.
- e. **South Gateway:** The east entrance along Main Street.
- f. **North Neighbourhood:** Potential higher density residential uses.
- g. **South Neighbourhood:** Potential higher density residential uses.

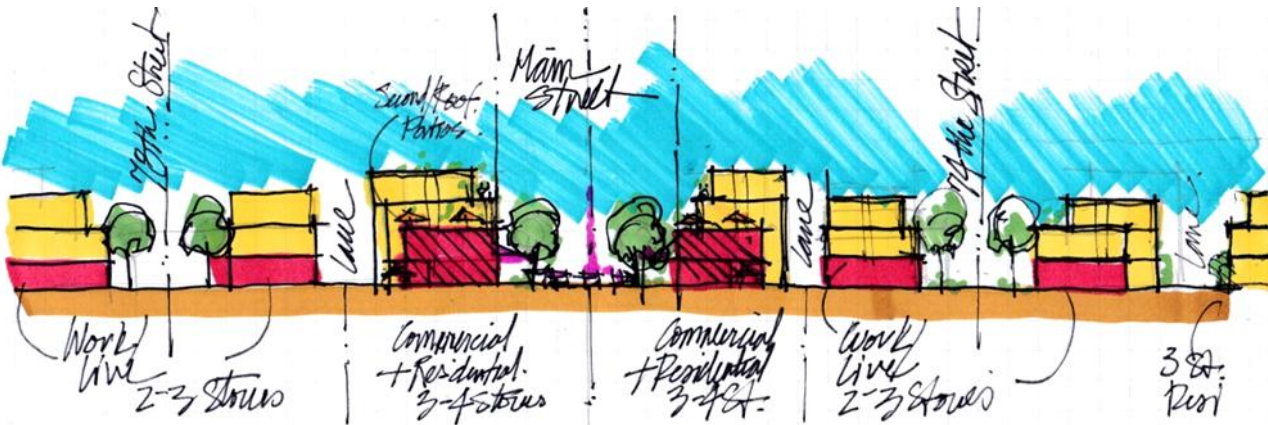


Osoyoos Town Centre Districts Concept

This recommendation is timely, since the *Official Community Plan (OCP)* of 2007 needs an update and part of this process should be to amend the Town Centre component of the OCP.

The *Zoning Bylaw* and other associated development policies may be required to be amended to permit higher density within the Town Centre area and the surrounding neighbourhoods. For example: The C1 Zone permits residential as part of the permitted uses but the extent of residential density consideration may be limiting. At the same time, there may be a bonus or discretionary density consideration if certain amenities are provided and also a consideration for parking relaxations with additional density. Some of the zones surrounding the Town Centre are traditionally single family but may be considered for “soft” or “invisible” infill considerations including secondary suites and land housing, duplex and triplexes, and even townhomes depending on location and size of lots.

In some cases, adjoining the Town Centre, a rezoning may be considered for higher apartment density up to four storeys. The Town of Osoyoos may carefully consider pre-zoning some areas so that development is further encouraged. On the other hand, although the Town of Osoyoos may support in principle the goal of intensification, it may choose to still prefer the rezoning application process including the requirement for public notification, open houses, and a public hearing as the preferred alternative to receive appropriate public feedback on the particulars of each rezoning application.



Potential Infill Commercial and Residential Mixed Use Concept for core area bordering Main Street



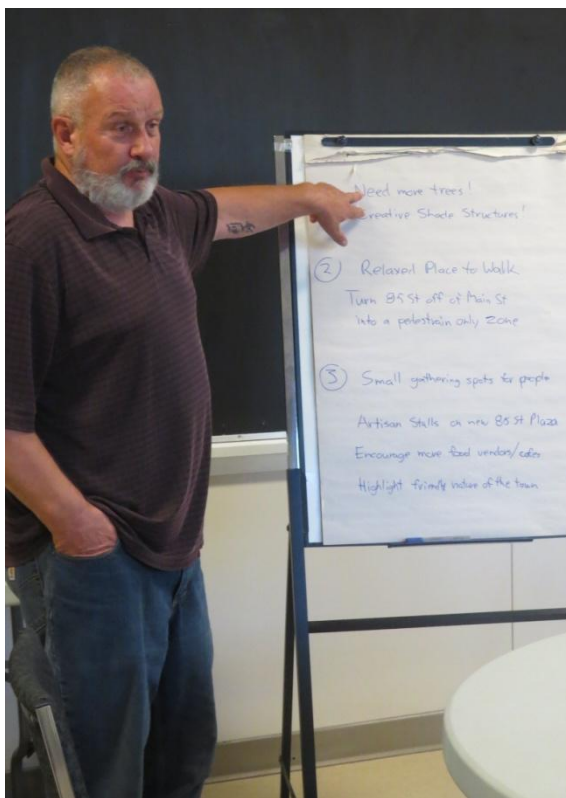
Existing four-storey multi-family apartment and duplex residential home in the Town Centre area

4.14 Cultivate Effective Leadership and Partnering

This leadership strategy is the critical aspect of success that is largely overlooked in many cases in implementing a plan for action. The Town of Osoyoos should commit a current or part of a future position to lead the action plan and associated projects. This position will help ensure that the action plan is implemented in accordance with timing, funding and priority targets.

A *Business Improvement Association (BIA)* is also required to coordinate business interests and expansion in the Town Centre. The *Business Improvement Association (BIA)* could tax properties in a specified area to support business marketing, promotions, and special events. The BIA would be responsible for getting things done following a budget, time targets, and specific tasks outlined in the detailed Town Centre action plan in cooperation with the Town.

The greater Osoyoos community should also be actively involved in the pilot projects and contributions whether it is in-kind or financial including Destination Osoyoos and the South Okanagan Chamber of Commerce. The Osoyoos Indian Band should also be part of this active involvement and consultation since the Town Centre is part of their traditional territory.



Active commitments from Councillors and the Community will be important to complete actions

5.0 DETAILED ACTION PLAN

5.1 Organization

The organization and implementation of the pilot projects should be directed by the Town of Osoyoos through an assigned staff person or as the need arises, the assistance of a professional consulting service for special projects. Reporting to the Director of Development Services, this person will coordinate initiatives with community partners including the proposed ***Business Improvement Association (BIA)*** and others including businesses, individuals, non-profit organizations, businesses, and government agencies.

The ten proposed actions can be initiated at the same time or at different times depending on the business response to the incentive programs adopted by Town management and Council as suggested below. It will take a concerted effort and an annual budget allocation that addresses each item in the action plan list adopted by management and Council to build momentum.

5.2 Incentive Programs and Funding Options

The baseline funding will be the Town of Osoyoos capital plan budget each year, or multiple years, depending on the action plan item or project. This funding allocation can and should be leveraged by private investment or other public investment partners. The following are examples of incentives for private investment in the Town Centre that the Town should consider for their action plan items.

Outdoor Oasis Patios

- Implement a Patio Matching Grant Program for Town Centre Business not to exceed \$5,000, for those businesses fronting Main Street. The cost of the matching grant would encourage business owners in the Town Centre area fronting Main Street to invest in the addition of an outdoor patio. The sidewalk “boardwalk” component could be designed in wood modules that can be assembled and disassembled easily each year.

Accessibility Incentive Program

- Implement a Crime Prevention Through Environmental Design (CPTED) Grant of up to \$2,500 for businesses that wish to use their alleys or to improve access through to adjacent streets/blocks. This Grant could cover elements such as lighting, murals or maintenance of the spaces in coordination with the RCMP.

Facade Facelift

- Implement a Facade Improvement Grant for Town Centre businesses for those that front on Main Street. Typically, this would be in the range of \$5,000 to \$10,000 in matching funds for retail storefronts.

85th Street Plaza and Street Mews

The potential plaza could have multiple partners in realizing the full design potential of the project. Naturally, the local Rotary and/or Legion could fund commemorative elements of the plaza, as could corporate sponsors like the adjoining Bank of Montreal, including design program items such as:

1. A series of plaques or exhibits that walk through Osoyoos history including the Osoyoos Band's history and commemoration
2. A wall mural program developed by the local arts community (Arts Council)
3. A map and interpretation of the desert that surrounds Osoyoos
4. A Town Clock feature
5. Shade structures and artful seating (including movable seating)
6. A play/cool spray area or structure that invites families to linger for a while
7. A water feature that has a cooling affect and can be interactive



Potential 85th Street Plaza Design Concept

Green the Streets and Conversation Corners

- The Town and BIA could set up an *Adopt-a-Corner* flower bed program which can prove the value of partnerships whereby every year the Town would put up a street corner for adoption. Local businesses could request the space, the Town would prepare the beds and businesses would then plant a garden using their staff and material at their expense. The Town would maintain the gardens through the duration of the program.

This program, like having individualized furniture, would create a vibrant and distinctive street corner where no two are alike.

- Allow businesses to provide street furniture for eclectic diversity, ownership and pride.
- Involve the *Arts Council* for creative ideas and programming
- In addition, greening the streets could be supported by a provincial, federal, or corporate environmental programs like the TD Banks' Environmental program.

Infill Mixed Use and Residential Support

This incentive funding program could include the following:

- Implementing a *Property Tax Abatement* program for a maximum of 5 years for redevelopments or infill along Main Street and on 74th or 78th Avenue that have a minimum design/format of 2 to 3 storeys.
- Reducing or removing the Town imposed portions of all Inspection Services Permit Fees, Engineering Services Fees and Planning & Development Fees for infill or redevelopment projects in the Town Centre that are mixed-use in nature and fronting Main Street or on 74th or 78th Avenues.
- Eliminating the required retail parking ratio in the Town Centre for any new mixed-use commercial/residential development that occurs along Main Street or on 74th or 78th Avenue in the Town Centre.

Wayfinding

- Implement a Signage Incentive Program with a maximum of \$2,500 where the business could receive a maximum of 80% towards improving their storefront/business signage.

Town Centre Alive Events

- Examine the opportunity to utilize the *BC Rural Dividend Fund*, which typically provides \$10,000 for a wide range of activities in smaller communities.
- Involve the *Arts Council* in multiple roles and activities including the events creation and coordination.
- Seek additional available funds through the *BC Arts Council*, *Canada Council for the Arts* and First Nations.

5.3 Projects Priority, Responsibility, Timing, and Funding Sources Chart

	Project Description	Responsibility	Timing/Funding
1.	Business Retention & Recruitment Retain, expand, and recruit specific businesses that can complement and enrich the business mix. <i>(See Strategy 4.1, page 24 for further details).</i>	Business Improvement Association (BIA) , with Town, Destination Osoyoos, and South Okanagan, Chamber of Commerce	Short/Medium Term: Business Improvement Association (BIA) , Town, and Destination Osoyoos, South Okanagan Chamber of Commerce (various funding sources and programs)
2.	Outdoor Patios Create a policy and program to encourage Main Street patios with the patio using the sidewalk area and a proposed boardwalk around the patio in the parking area still retaining bicycle and motorcycle parking. <i>(See Strategy 4.2, page 28 for further details).</i>	Businesses in coordination with Town and Ministry of Transportation and Infrastructure (MOTI)	Short Term: Up to \$5,000 Town Matching Grant Program
3.	Accessibility Create an incentive program for store owners to increase accessibility to their stores on Main Street. <i>(See Strategy 4.4, page 33 for further details).</i>	Businesses in coordination with Town and supported by the RCMP and possibly the local Legion or Rotary	Short Term: Up to \$2,500 to improve access to stores on Main Street
4.	85th Street Plaza Partner with business owners and community organizations to create a central plaza on the half-block north of Main Street. This will be a main meeting place on Main Street and central to any event planning in the Town Centre. <i>(See Strategy 4.5, page 35 for further details).</i>	Town in coordination with potential sponsors including the local Legion, Rotary, individuals, and corporate funders, and Arts Council	Short Term: Town of Osoyoos in cooperation with local and corporate sponsors including the adjacent banks, Rotary, Legion, and others
5.	Facade Facelift Develop an incentive program for store owners and businesses to improve their facades. <i>(See Strategy 4.6, page 38 for further details).</i>	Businesses in cooperation with the Town to help ensure conformance with standards and guidelines	Medium Term: Up to \$10,000 Town matching grant program

6.	<p>Green the Streets Plant trees and other colourful plantings throughout the Town Centre area to add texture, nature, and shade elements.</p> <p><i>(See Strategy 4.7, page 39 for further details).</i></p>	<p>Town with potential business sponsors and stewards to “<i>Adopt-a-Block</i>” or “<i>Adopt-a-Corner</i>”</p>	<p>Short Term: Town Capital program with business sponsors (for example: TD Environmental Program)</p>
7.	<p>Infill Residential Encourage up to 4-storey buildings on the outside edges of Main Street and the adjoining neighbourhoods to bring more residents into the Town Centre.</p> <p><i>(See Strategy 4.9, page 41 for further details).</i></p>	<p>Developers working with the Town and neighbours to help ensure proper transitions and buffers; Potential BC Housing and/or CMHC Affordable or Innovative Housing programs partners</p>	<p>Medium Term: Private Capital or City-owned land with partners including private developers, BC Housing, and CMHC for affordable or innovative housing components</p>
8.	<p>Wayfinding/Signage Develop a wayfinding program and signage program that improves and clearly communicates important landmarks and city parking, among other information, to visitors.</p> <p><i>(See Strategy 4.10, page 43 for further details).</i></p>	<p>Town in coordination with businesses</p>	<p>Short Term: Town Capital program and Up to \$2,500 Town Matching Grant Program for store or business signage</p>
9.	<p>Streets Alive Further develop a weekly events program that supports local music, food, art, entertainment, and education.</p> <p><i>(See Strategy 4.11, page 46 for further details).</i></p>	<p>Business Improvement Association (BIA) coordinated with Town, and Destination Osoyoos as well as Arts Council</p>	<p>Short Term: Town, Business Improvement Association (BIA), and Destination Osoyoos and in special cases, BC Tourism</p>
10.	<p>Conversation Corners Further improve the street corner extensions (bulges) on Main Street with design elements that could include seating, planting, information kiosks, bike racks, misting stations, public art, and shade structures without compromising pedestrian safety.</p> <p><i>(See Strategy 4.3, page 31 for further details).</i></p>	<p>Town and Businesses which could include an “<i>Adopt-a-corner</i>” program as well as Arts Council if public art is involved</p> <p><i>(see also Green Streets Program above)</i></p>	<p>Short Term: Town Capital funds in possible cooperation with local businesses and sponsors for corner improvements</p>