

# Vision

## CRAFTING A LEGACY OF A SITE

For 90 years, the Mill Site defined the North End of Kelowna and was tightly woven into the fabric of the community. The neighbourhood was immersed in the sights, sounds and smells of S.M. Simpson’s powerhouse of a sawmill operation—tugboats working the wood on the water and tractors drawing logs; the sounds of big saws on timber and the noontime lunch whistle; the distinct perfumes of freshly cut species of lumber; even the massive scale of the industrial buildings against smaller houses. Employees worked hard for a living in the tough, sometimes dangerous world of the mill, and they were a close-knit, resilient lot who defined blue-collar culture in the city.

The redevelopment of the Mill Site celebrates the industrial history of the North End and its community, writing a 21st-century chapter of the story that brings the site and its environment back to life for all residents of Kelowna and the Okanagan.

A sustainable, walkable, year-round community connected to the natural heritage of the Okanagan — a complete and vibrant neighbourhood, rooted in the landscape and designed for connection, vitality, and everyday life.

### GUIDING PRINCIPALS

#### Recreational

An active, joyful connection to a landscape of lake and mountain is more than just invigorating and healthy; it’s a source of community wellbeing.

#### Multi-Generational

The wisdom of a five-year-old and the patience of a grandparent; the drive of a 30-year-old and the chill of a teenager. The data is conclusive: multi-generational living enriches everyone.

#### Inclusive

A neighbourhood designed for all, where people from many walks of life and ways of life feel that they belong. We aim to be home to owners and renters, chefs and servers, entrepreneurs and families.

#### Regenerative

To regenerate a place is to bring new life to it, but also to turn vulnerability into resiliency. The Canadian Climate Institute report says that we urgently need more housing, but not in high-risk areas.

#### Design Excellence

For a new way of neighbourhood life, originality is essential. Our architecture and plan are inspired by international best practices. We are pushing boundaries in materials, design and sustainability for a better, more liveable community future.

#### Complete

We’re working to create a self-sustaining community where people can live, work and play — like they did, in their fashion, in the North End. The neighbourhood will stand the test of time, with less traffic, less commuting, less stress and more time to enjoy the natural and built gifts of the site.

#### Leadership

The developers are conscious of their responsibility to the site and determined to be leaders who inspire the next generation of builders, planners and developers in the city. We’ll build the Mill Site, and we’ll share what we learn.



# Objectives & Timeline

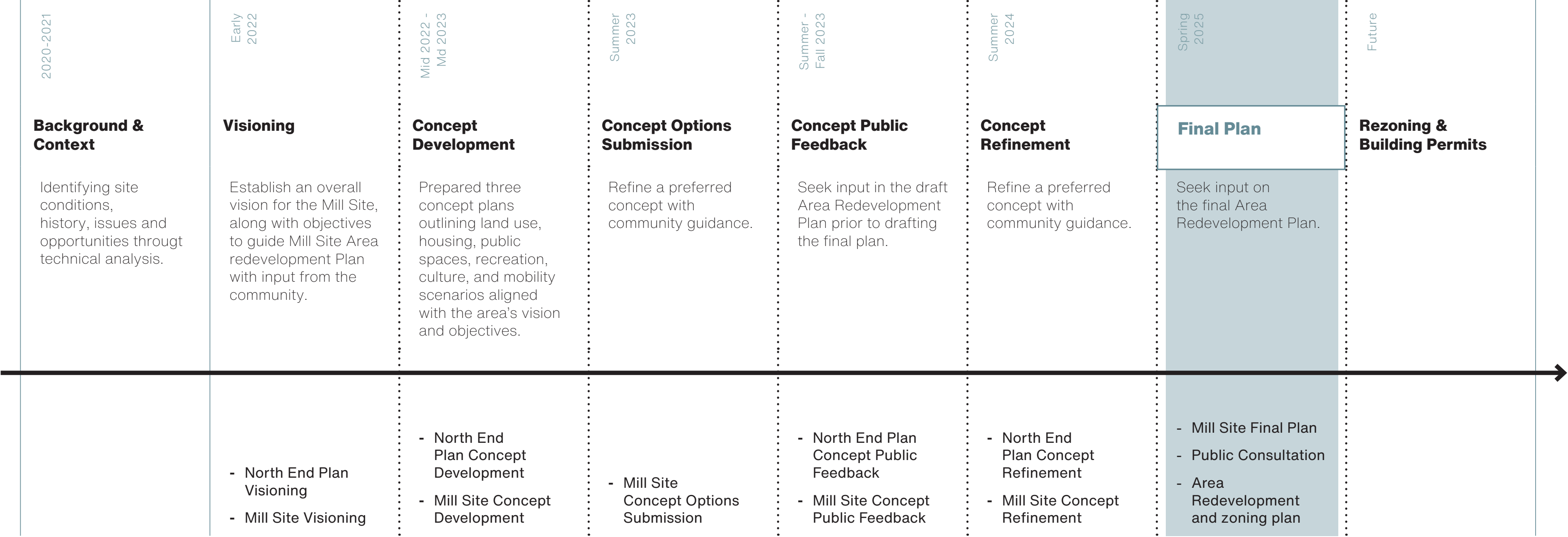
## CITY VISION

The Mill Site is a key area within the North End neighbourhood, given its large size and strategic location. It presents a rare opportunity to transform a neighbourhood and to address a range of important community objectives. The NEP supports the redevelopment of the Mill Site as an urban mixed-use, transit-oriented neighbourhood with residential, retail, office and institutional uses, provided certain public amenities are delivered and certain design criteria are taken into consideration. The development program and site design for the Mill Site are being established through the Mill Site Area Redevelopment Plan (ARP). The expectation is that these amenity contributions and design criteria will be delivered through that process.

## NORTH END NEIGHBOURHOOD PLAN

The North End Neighbourhood Planning and the Mill Site Area Redevelopment Planning are distinct processes with similar timelines, with the City's North End process taking the lead. The two planning processes align through information sharing and overlapping community input opportunities.

The Mill Site Area Redevelopment Plan integrates the vision, objectives and policy direction created through the North End Neighbourhood Plan process.



### Mixed Housing Types

Support a mix of multi-unit housing. Encourage a mix of residential unit sizes and tenures, including below-market housing, through incentives and updates of relevant policies and regulations.

### Mixed Uses

Include one or more retail hubs and/or retail high streets to meet the day-to-day needs of North End residents and those of nearby neighbourhoods.

Encourage a variety of commercial and recreational destinations that attract visitors from across the city and region.

Encourage the development of office, education and institutional uses and other varieties of employment to better balance living and working opportunities.

### Recreation & Community

Support the continuance of indoor and outdoor recreation facilities on Recreation Avenue Park, and consider new recreation facilities following feasibility assessment.

Ensure community facility space is provided on the Mill Site for public gathering, performance and cultural opportunities, and recreation.

Require development and site design that strongly prioritizes travel by walking, biking and transit.

### Parks & Green Spaces

Encourage site design that reflects leading research and best practices in brownfield redevelopment and sustainable neighbourhood design.

Provide a substantial waterfront public space with a continuous waterfront pathway on the Mill Site.

Provide additional neighbourhood and community park space and plazas in other areas of the Mill Site.

### Site Opportunities

Consider views of placemaking elements, like mountains, Okanagan Lake, retained heritage structures, proposed public art installations, for example, in site design planning.

Conserve Mill Site structures with potential heritage value.

## ALIGNMENT WITH MUNICIPAL GOALS

The Mill Site represents a tremendous opportunity for the City of Kelowna, Holar developments, and the community to create a new neighbourhood and provide a host of amenities and employment opportunities to the citizen of Kelowna. Since, it's inception in 2021, the project has incorporated deep involvement from city staff, elected officials and the community. This has continued through the submission 7 updates to ensure that the masterplan aligns with the City's short and long term vision of both the North End and site itself.

The vision & objectives incorporated into the masterplan focus on several key elements that correspond directly to the City's policy statements which are summarized in the February 2025 North End Plan; mixing uses and housing, focusing on recreation and community spaces, and striving for design excellence through heritage revitalization, place-making, and celebration of the site's location.

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### Recreational

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### Regenerative

To regenerate a place is to bring new life to it, but also to turn vulnerability into resiliency. The Canadian Climate Institute report says hat we urgently need more housing, but not in high-risk areas. The mill redevelopment, on a small footprint in an accessible urban site that's not in an extreme fire or flood-prone area, is a small part of the solution to Kelowna's housing needs.

### Design Excellence

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### Leadership

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# History

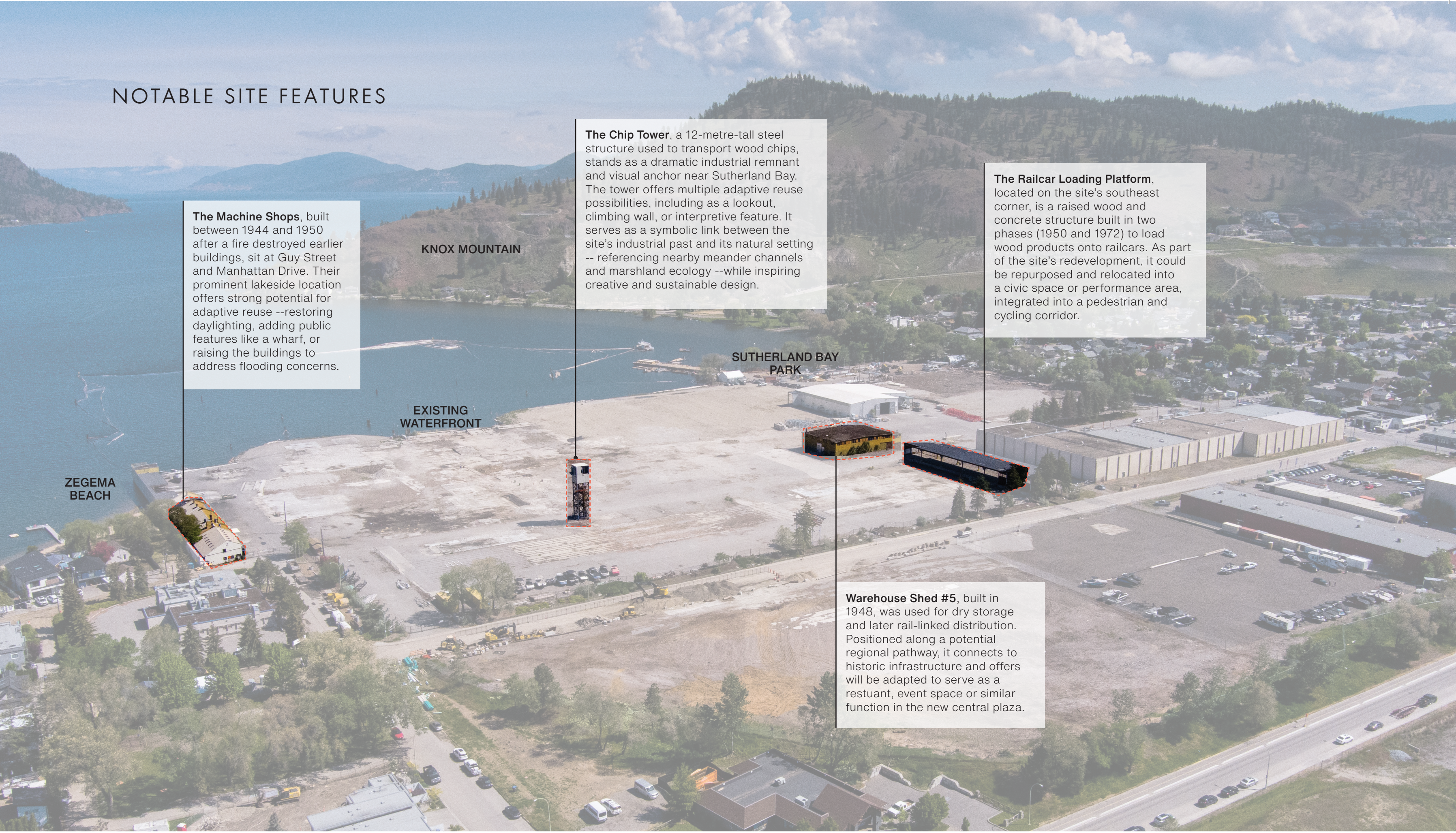
## A NEW HORIZON: AN INDUSTRIAL PAST BECOMES A CITY’S FUTURE

The Mill Site will be a neighbourhood and a destination of character and renewal — a mixed-use, mixed-life community that brings people, nature and city living within reach for all.

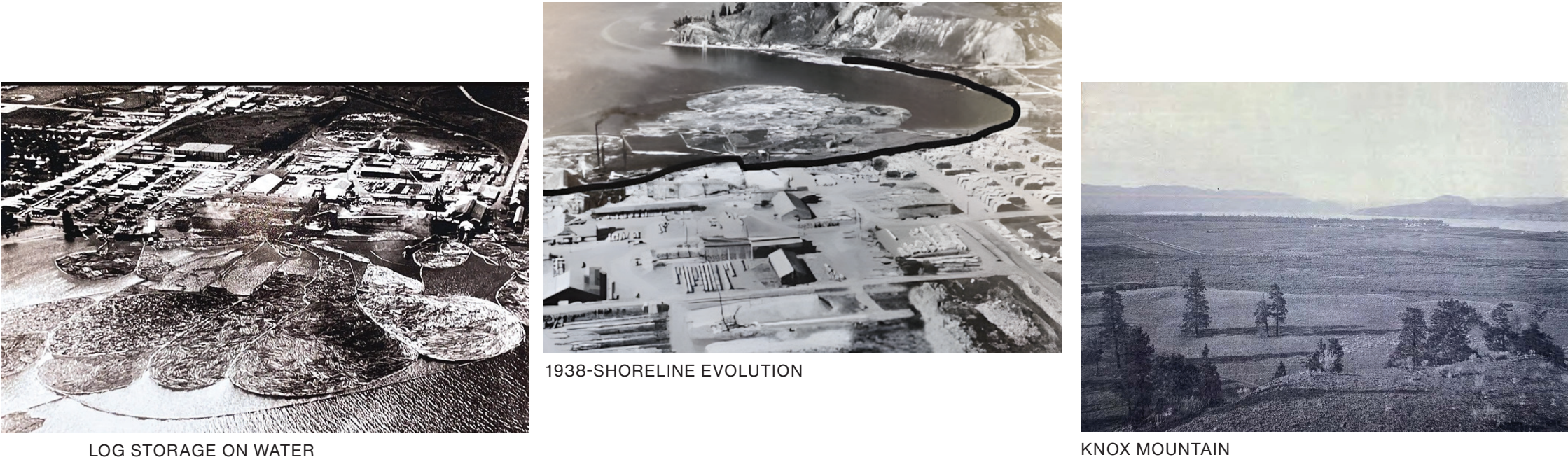
The Mill Site will tell many stories: the indigenous presence of the Syilx, Secwépemc, and Nlaka’pamux; the imprint of industry and community, the history of a farming town and a resort city. Past and future is here.

Our objective is to create an endlessly active, seriously playful, close-knit place that some thousands of people will call home, and that many more will visit: a community built for local people from international best practices. A place that all Kelowna and the Okanagan can belong to.

The Mill is not just one place or one kind of person, it is many; it is the reflection of an industrial history and the Indigenous past of the Syilx, Secwépemc, and Nlaka’pamux; it is the story of a farming town and a resort city.



## ADAPTIVE REUSE & APPROACH TO HERITAGE CONSERVATION



## GUIDING PRINCIPLES

### Landscape Context

Knox Mountain and Okanagan lake stands as a major visual and physical landmark, providing a strong natural anchor. Its prominence not only shapes the horizon but also influences how we connect built structures and open spaces to the waterfront.

### Historical Influence

The history of the site is vividly captured through its log patterns and archival photographs. In the past, logs were stored on the water, defining the way the shoreline was used and perceived.

### Embracing Nature

At the core of the design is a deep respect for the natural landscape and the Indigenous land it occupies. Once a thriving marshland, the shoreline supported rich ecosystems long before industrial changes. By embracing the “let the water in” principle, we restore natural processes through seasonal flooding, adaptive wetlands, and terraced edges.



## ENVIRONMENTAL CONSIDERATIONS

The Mill Site development follows a comprehensive regulatory process to address contaminated sites, guide environmental restoration, and ensure compliance with provincial and federal requirements. The process includes Preliminary and Detailed Site Investigations, Risk Assessment, and the necessary approvals and certifications under the Contaminated Sites Regulation.

It also accounts for the Water Sustainability Act and the Federal Fisheries Act, including approvals for works affecting watercourses or fish habitat. Timelines for these authorizations can extend from several months to a year. At the municipal level, the Official Community Plan (OCP) process requires environmental impact assessments and phased development permits, typically issued following provincial and federal approvals.



# What We Heard

From the very beginning, this project has been about community. An opportunity to connect our community, to serve our community, and to include our community.

## CONTINUED ENGAGEMENT

As the project advances into a new and more detailed phase of development, the foundation established through early engagement remains central. Building on the ideas, insights, and aspirations gathered from the community during the previous planning stage — which included public site tours, pop-up events, stakeholder meetings, and an online survey — the process now enters a phase of continued dialogue and co-creation.

Participants in the initial round of engagement expressed strong support for ideas related to ecological integrity, multimodal access, cultural integration, and enhanced connectivity.

These core principles continue to guide the final Area Redevelopment Plan. In the next phases, the project team is committed to deepening public involvement through:

- Public consultation
- Targeted engagement activities focused on design refinement, implementation strategies, and public realm programming.
- Interactive tools and events to ensure inclusive participation and to reach a wider range of voices, including underrepresented groups.
- Ongoing communication and feedback loops to keep the public informed and involved as the design evolves and decisions are made.

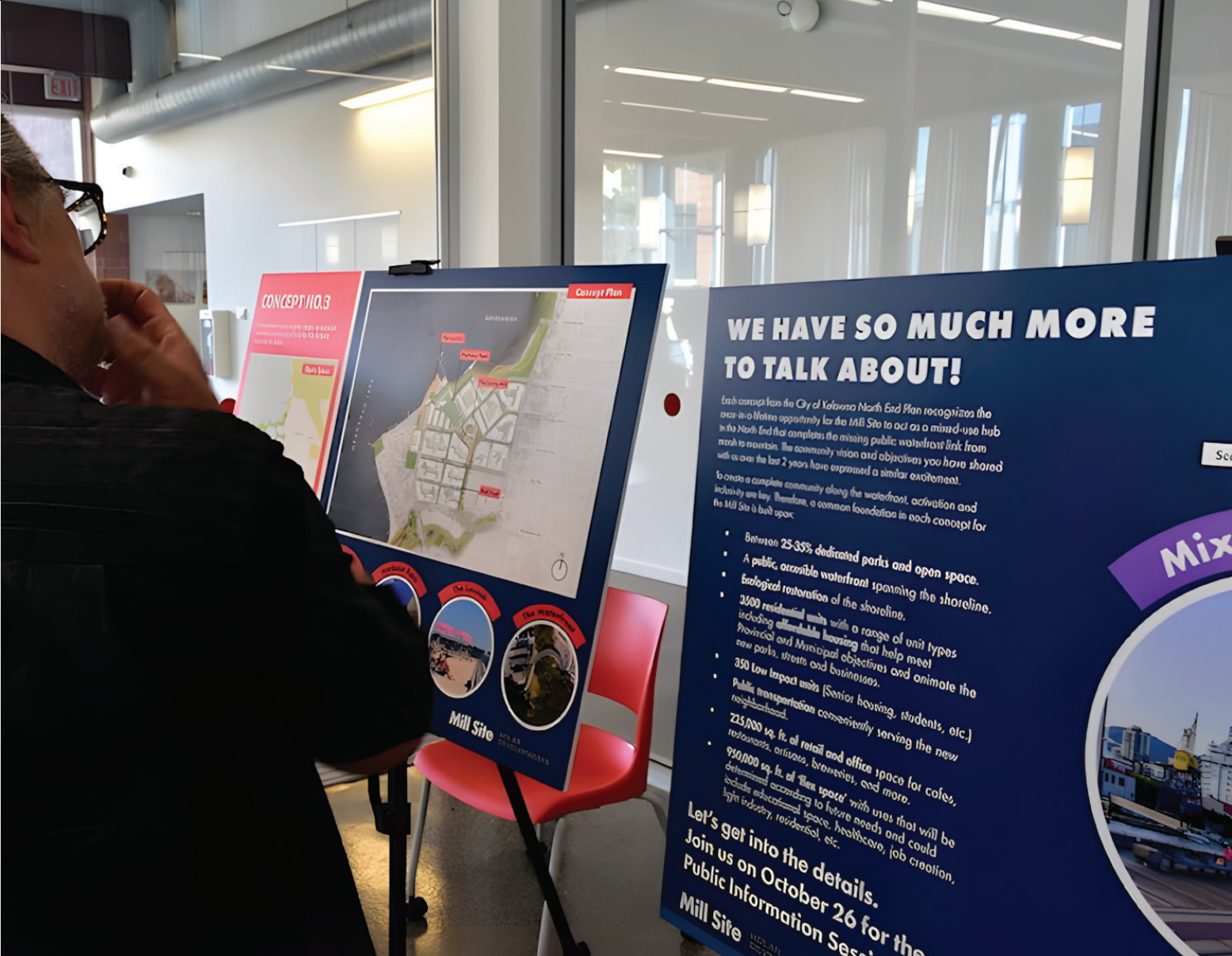
The following priorities, first articulated by the community, continue to be carried forward and elaborated upon in the current phase:

- Optimized green spaces grounded in robust ecological design and climate resilience.
- Multimodal connectivity and inclusive programming along the public waterfront.
- A continuous pedestrian connection that links the landscape from “Marsh to Mountain.”
- Integration of arts and culture as a vital layer of place identity and community expression.

OPTIMIZED GREEN SPACE WITH A STRONG ECOLOGICAL STRATEGY.



OPPORTUNITIES TO INTEGRATE ARTS AND CULTURE.



MULTI-MODAL ACCESS AND DIVERSE PROGRAMMING ALONG THE PUBLIC WATERFRONT.



A STRONG PEDESTRIAN LINK FROM “MARSH TO MOUNTAIN”.