

Via District

OCP Amendment and Rezoning Application

ARROWLEAF
REAL ESTATE

February 5, 2026

Part 1.
The Application

1.1 Application Summary



An OCP Amendment and Rezoning Application
The purpose of this application is to amend the OCP and Zoning Bylaw to permit a mixed-use and vibrant community to be developed in place of low-intensity office and industrial lands. An increase to the maximum permitted height is requested to allow for tower forms.

Via District is comprised of approximately 18 acres of land adjacent to Polson Park and a short distance from downtown. It is an exciting opportunity to create a vibrant, new, connected neighbourhood that will create additional housing, unique community spaces and new businesses, all as part of a master-planned, mixed-use project.

Vernon's OCP identifies the provision of a sufficient supply of housing as a key objective. Additionally, creating compact and complete neighbourhoods is preferred over low-density sprawl. If approved, Via District will advance both of these objectives.

Location and Context
Located between Highway 6 and Vernon Creek, the site is well connected to transit, cycling, and pedestrian trails. Polson Mall is adjacent to the north and will provide future residents with a broad range of services within walking distance.

Vernon's multi-use path will run through the site connecting cyclists from the Okanagan Rail Trail to Vernon's historic downtown.

Future transit will serve the community with frequent bus service and a transit node.

Proximity to Ecological Connectivity Corridor Lines and the trail network create more opportunities to support an integrated and complete network of nature and pedestrian paths.

The Existing Site







Nearby ecological assets such as Vernon Creek (top) will contribute to the sense of place. The current site includes office use (bottom left), industrial uses, and surface parking. Future development will transform the current streetscapes (bottom right) into a more pleasant, pedestrian-oriented public realm.





The hospital and Jubilee Hill Village Centre are situated on an escarpment to the west (top). The natural topography and terrain influence future considerations for Via District. Shops and services are located at Polson Mall to the north (bottom) within a short walking distance of the site.

Part 2.
Engagement

2.1 Engagement Summary



Our Approach to Engagement

Via District is a major opportunity for positive change in Vernon. It is expected that many in the community will not only be interested in understanding the development proposal, but in actively shaping it. Our approach to engagement is robust, open, and widespread.

Engagement to Date

Prior to this application, the Arrowleaf team hosted a major public open house at BNA brewing. This event introduced the development principles and general aspirations of the project. It provided a policy context and overview - specifically linking Vernon's housing needs and strategic growth priorities to Via District's mixed-use, well-connected, housing-rich future. The event included display panels that sought feedback on proposed directions, gauged the community's priorities, and informed attendees of next steps. The Arrowleaf Team along with their consultants were on hand to have direct conversations with interested attendees. Lastly, a survey was available both online and in person to solicit additional feedback.







Images above are from the pre-application public open house at BNA Brewing.









Images above are from the pre-application public open house at BNA Brewing.

What We Heard - Key Outcomes

Outcomes of the engagement have been summarized and documentation of feedback is available under separate cover. The following key outcomes are the resulting summary of all feedback:

1 Via District is growth where growth belongs.

Attendees commented that the proximity to downtown Vernon, Kalamalka Lake, transit, shopping, and parks are all factors that contribute to Via District's favourable location as a centre for growth.

2 A Community and Social Place

The mixed-use aspects of the project are appealing to those who provided comment. There was an emphasis within the commentary on wellness activities, recreation, and connections to nature being a priority, Ecologically conscious design, shade trees, and connections to Vernon Creek were recurring themes.

3 Housing

Commentary on housing was prevalent with many attendees identifying the virtues of aging in place while other attendees emphasized the social aspects of housing within a community: creating safe places and an inclusive community. Inclusivity refers to safe spaces for everyone and pertained not just to housing itself but the amenity spaces and public realm that supports community.

4 Connections

Attendees commented on the connections between Via District and the surrounding city. This is primarily in terms of movement with concerns expressed over traffic and intersection safety in particular. The ability to walk or cycle to nearby destinations was cited as a positive not just to reduce transportation concerns but as an enjoyable means of mobility as well. Some additional comments pertained to water both in terms of water capacity as well as stormwater and flood mitigation,

5 Ecologies

Ambitions for sustainable design in buildings and public space were shared by attendees. Comments ranging from 'lots of greenery / trees' to 'alternative energy use' to 'greywater re-use and recycling' were all raised.

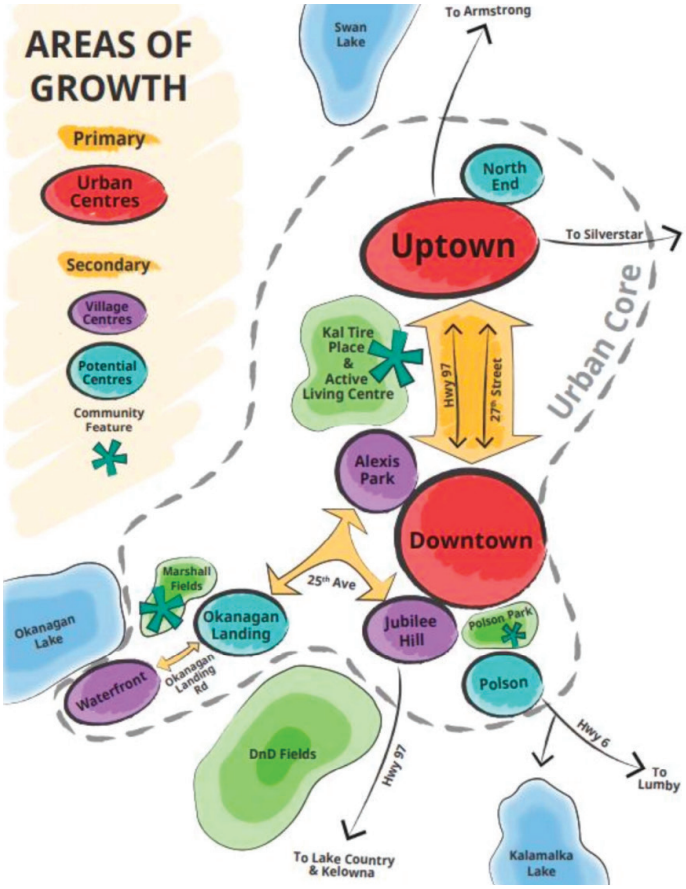
Part 3.
Current Condition Analysis

3.1 Location / Site Context

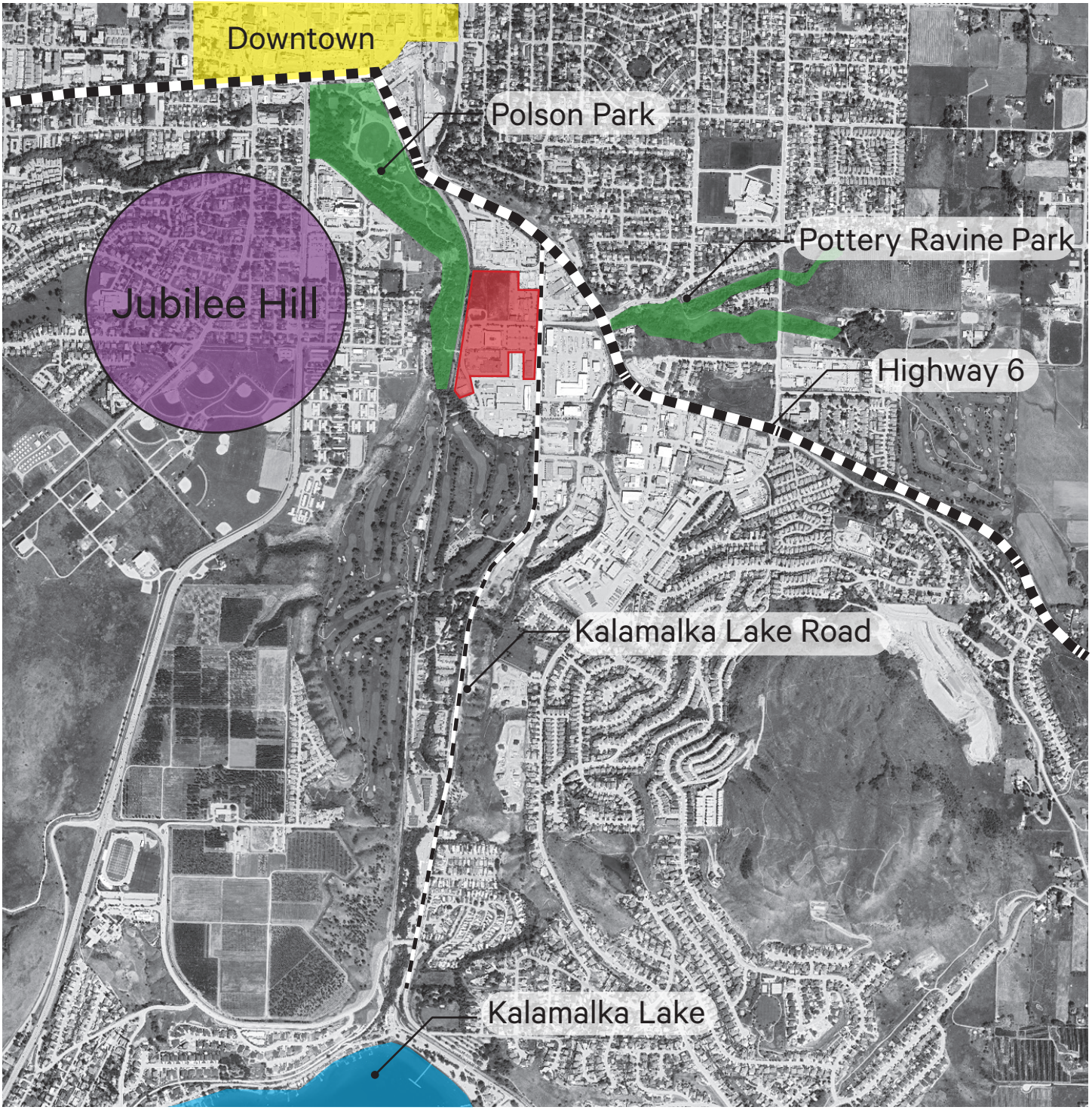
Via District is located in an optimum location within Vernon to support the City's growth needs in an area that is well serviced by amenities and with current and future (enhanced) transit service.

The site is east of Vernon Creek and just south of downtown and Polson Park. It is within easy cycling distance of downtown and Kalamalka Lake and well connected by future Rail Trail and multi-use path connections. Presently, a trail system which crosses Vernon Creek and extends to downtown through Polson Park is well-used and valued by recreational cyclists and pedestrians.

As outlined in subsequent sections of this report, the context which surrounds Via District informs the site including considerations related to land-use (the grocer and other shops immediately to the north of the site), topography (Jubilee Hill to the west, East Hill to the northeast, and Middleton Mountain to the southeast), and transportation (Highway 6 is in close proximity).



Vernon's OCP identifies Polson as a 'Potential Centre' for growth based on its location and connectivity to the City.



Via District is located in an optimum location for future development in Vernon.

3.2 Policy Analysis

Official Community Plan

Vernon's Official Community Plan (OCP) promotes balanced growth by focusing development where infrastructure already exists, near urban services, vibrant community spaces, and multi-modal transportation networks. The project site is a potential Transit-Oriented Development Area (TODA).

The proposal is aligned with the OCP and its stated values related to housing, natural areas, local economy, active living, community well-being, climate change preparedness and balanced growth.

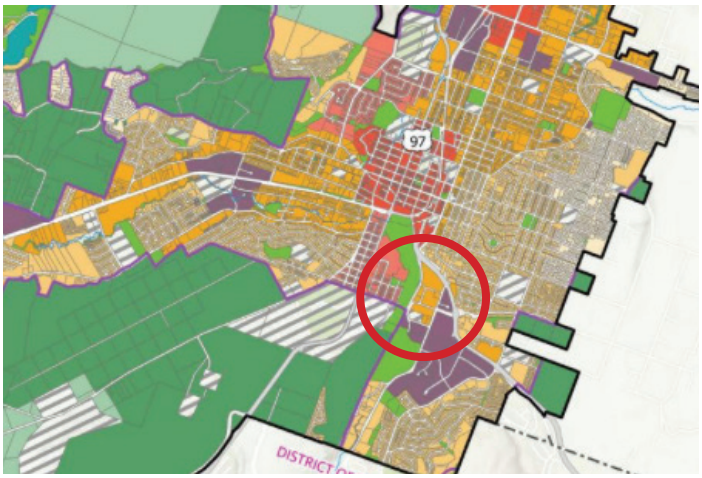
Transportation Plan

Via District is aligned with the City of Vernon's Transportation Plan in numerous ways including the focus on reducing congestion, improving public transit, and making walking and biking easier.

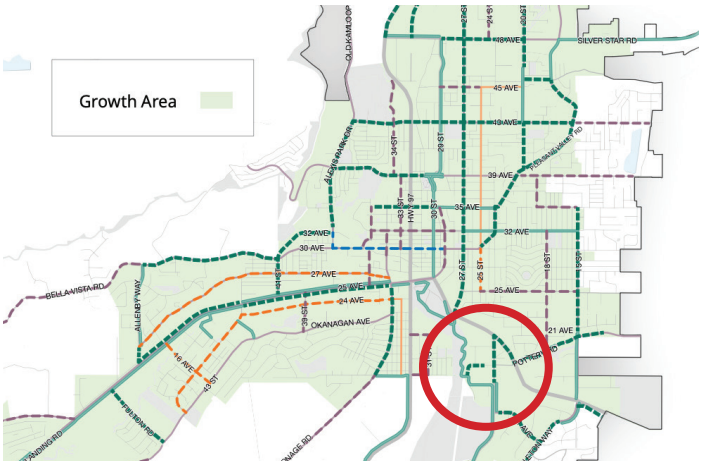
The plan's vision - 'A reliable multimodal transportation system that connects people and goods to each other and to the places they need to go' - is supported by 4 goals and 13 strategic actions. An emphasis on safety, sustainability, and an active transportation network is clear.

Via District's proposal includes a strong pedestrian network that is more fine-grained than the current block pattern, has enhanced pedestrian environments such as plazas, includes multi-use paths which connect the heart of the district to the Rail Trail, and incorporates street trees and plantings to support a more comfortable pedestrian environment. Additionally, a new 26th Street can be designed to support low-speed vehicular traffic and mitigate against current traffic safety considerations at 19th Avenue and Kalamalka Lake Road.

The plan's goal of 'Improving transit connectivity and reliability for longer trips within the Focused Growth Area' is supported by the inclusion of a transit exchange. This layby area for buses will also support the businesses and services within Via District and is part of an integrated transportation network.



The OCPs specifies future growth and land use. The excerpt above shows Via District designated as 'Urban Neighbourhood' (highlighted by red circle).



A range of improvements are proposed throughout Vernon's Growth Area including proposed protected bike lanes in and around Via District (highlighted by red circle).

2024 Housing Needs Report

The City of Vernon Housing Needs Report (2024) articulates an understanding of current housing needs and challenges. Through research on current demographics and recent trends, the City has defined challenges associated with the provision of new housing and defined it's 5-, 10-, and 20- year growth housing needs.

Over the next 20 years, Vernon will work to respond to a projected housing need of more than 11,000 new units.

Via District has the potential to deliver a significant number of these units. Initial estimates are that between 500 - 900 units may be included (dependent on unit size, permitted density, and construction type over the long term build out).

Additionally, there is an opportunity to incorporate a range of tenancy types such as rental and condos. Given the nature of the proposed typologies and the amenity-rich, mixed-use attributes of the proposed district, the future housing at Via District will be conducive to senior's living (single level, accessible units within short distances to amenities).

Ground level and larger units at Via District will be suitable for families with courtyard rooftops offering opportunities for play and interaction.

The smaller, multi-unit nature of urban development will also contribute to overall housing affordability in Vernon.

With this in mind, four of the six 'Key Areas of Local Need' can be met through future development at Via District.

Council Strategic Plan

Via District is strongly aligned with the 2023-2026 Council Strategic Plan. This plan has five areas of focus: Livability; Vibrancy; Recreation, Parks, and Natural Areas; Environmental Leadership; and Governance and Organizational Excellence.

The ways in which Via District is aligned include:

Livability - New housing and a range of types and tenancies will support the provision of housing diversity in areas most suitable for growth.

Vibrancy - Incubator business will promote economic prosperity, public spaces will support community participation and togetherness, and a concentration of new residences near to downtown will help to foster a vibrant city core.

Recreation, Parks and Natural Areas - Situated between Pottery Ravine and Vernon Creek, the Via District site can create ecological continuity between these two key areas of biomass. Additionally, new public spaces within Via District can support programming and recreation.

Environmental Leadership - Via District's contribution to growth in the core Growth Area - supported by transit and well connected by active modes of transportation - is a significant contribution towards the City's Environmental Leadership.

Governance and Organizational Excellence - The future of Via District has the potential to support community organizations through partnerships and collaborations.



The 2023-2026 Council Strategic Plan focuses on five areas of focus. Each of these areas are supported through the potential of Via District.

3.3 Site Analysis of Subject Property

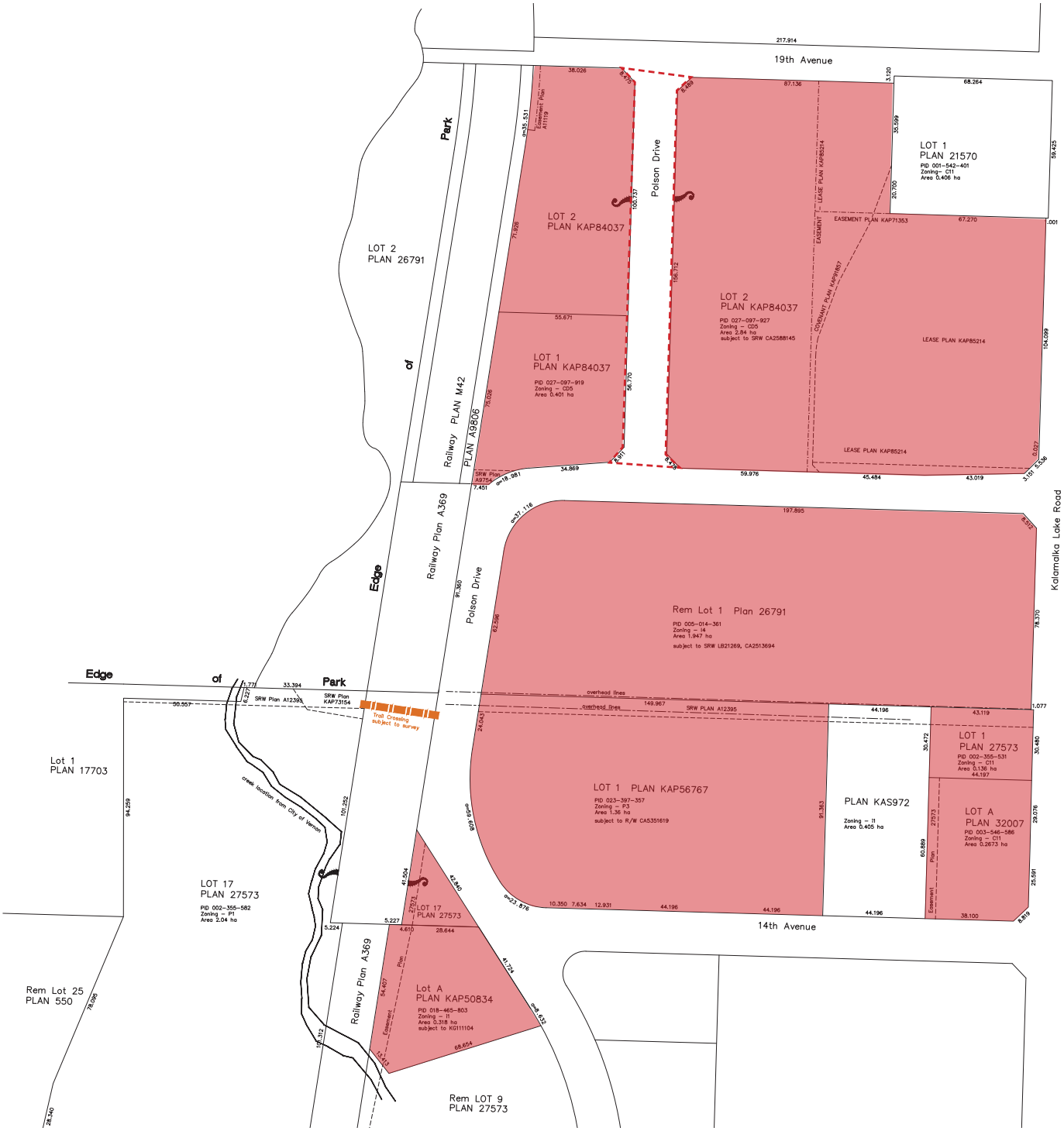
3.3.1 Land Ownership

The application pertains to multiple legal properties. As per the application requirements, title has been pulled for the following properties and provided to the City as a separate document:

- 1714 Kalamalka Lake Road (PID: 027-097-927);
- 1700 Polson Drive (PID: 027-097-919);
- 1540 Kalamalka Lake Road (PID: 005-014-361);
- 1460 Kalamalka Lake Road (PID: 002-355-531);
- 1460 Kalamalka Lake Road (PID: 003-546-586);
- 2501 - 14th Avenue (PID: 023-397-357);
- 1410 Polson Drive (PID: 002-355-582);
- 1350 Polson Drive (PID: 018-465-803);

In addition to these properties, the application considers a land swap with the City incorporating Polson Drive (between 19th Avenue and Pottery Road) as part of the privately owned, developable lands and creating a new public right-of-way for a proposed 26th Street (between 19th Avenue and Pottery Road).

A table with a complete list of ownership, addresses, and legal description of properties is included as an appendix to this application.

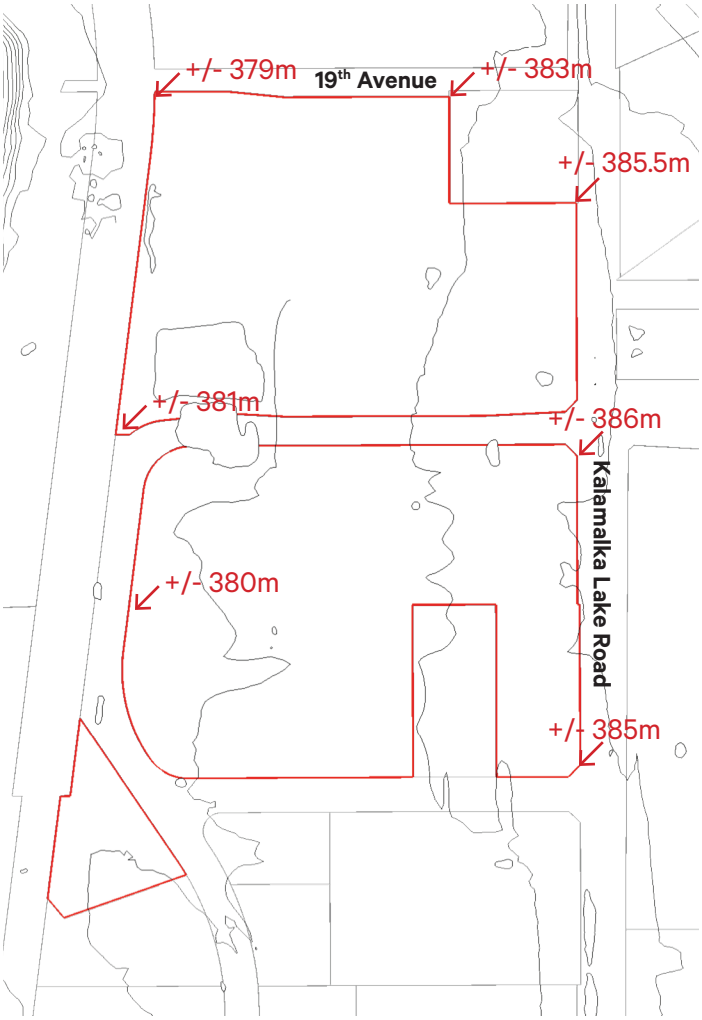


Properties highlighted in red in the image above are included in this application. Underlay image from survey by Russell Shortt Land Surveyors.

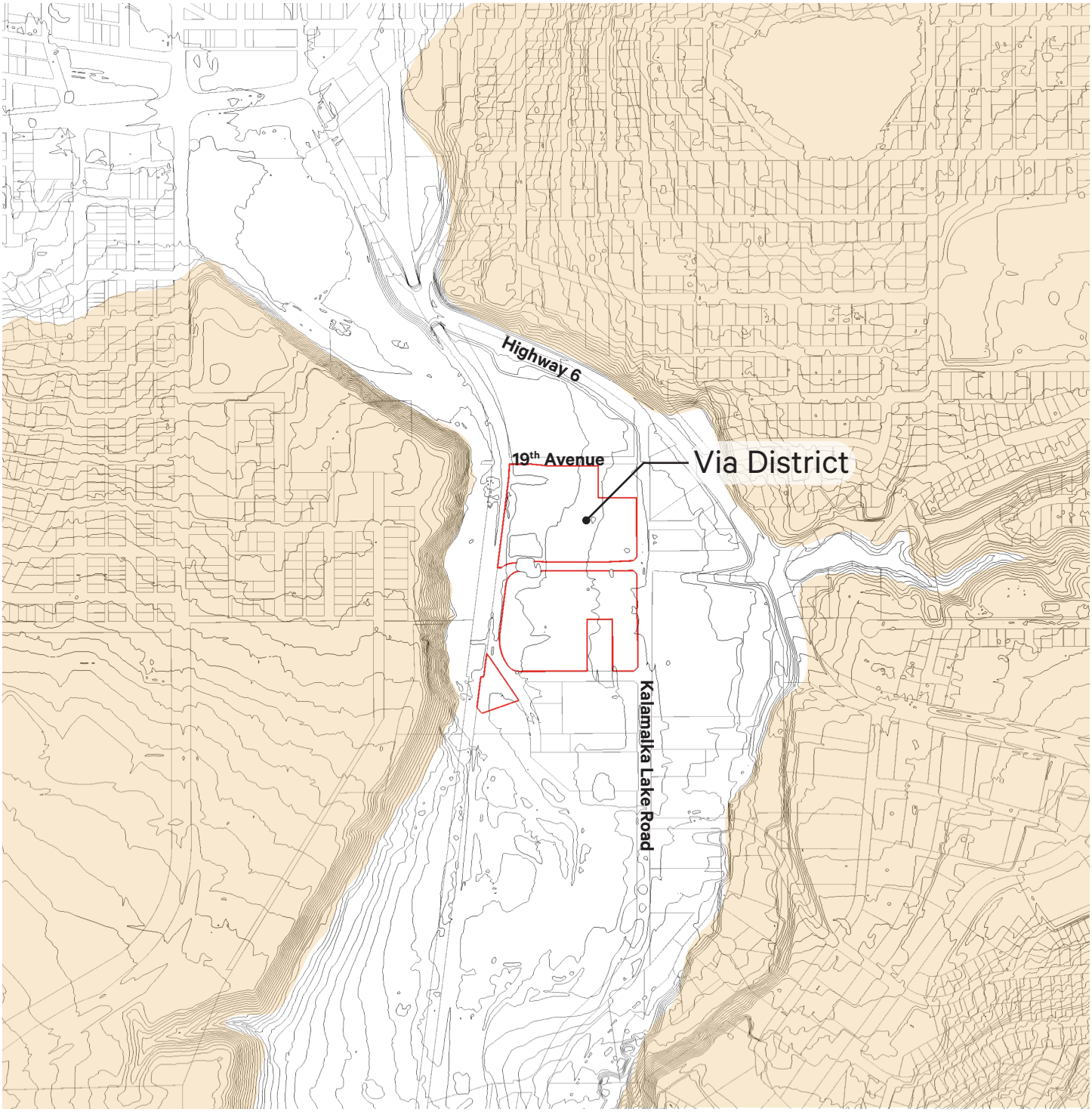
3.3.2 Topography

Via District's site is generally characterized as flat, low land which is situated between Kalamalka Lake and downtown Vernon. The land rises steeply to the west towards Jubilee Hill. The East Hill Neighbourhood rises to the northeast of the site , Pottery Ravine Park extends directly east, and Middleton Mountain rises to the southeast. To the west, Vernon Creek and the railway corridor create a defined edge.

Grade change on the site is minor, but perceptible. Kalamalka Lake Road on the eastern edge of the site is approximately 4m to 5m higher in elevation than the western edges. A small change in grade is perceptible on the site. The highest point is near the intersection of Pottery Drive and Kalamalka Lake Road at approximately 386m geodetic while the lowest points are along the eastern edge at approximately 380m geodetic. This grade difference may present opportunities to create parking areas which are partially underground near Kalamalka Lake Road as well as convey stormwater east to west across the site.



Approximate site elevations (rounded to the nearest 0.5m) are indicated on the key plan above. Detailed spot elevations have been provided by Russell Shortt Land Surveyors (2014).



Jubilee Hill (west), East Hill (northeast), and Middleton Hill (southeast) flank the area around the Via District. The rail corridor and Highway 6 also traverse this low area between Kalamalka Lake to the south and Downtown Vernon to the north. The lower area (shown unshaded in white above) includes Vernon Creek and a portion of Highway 6. Contours shown are 2m contours.

3.3.3 Land Use and Built Form

Land-Use

The present OCP designation for Via District is Commercial Mixed Use Centre, Industrial, and Community.

Commercial Mixed Use Business, Industrial, Utilities, and Parks / Natural Spaces are surrounding land-uses.



The map above summarizes current OCP land-use designations.

Built Form

The land-uses and built form at Via District and the immediate vicinity include a mix of low-density, generally single storey retail, commercial, office, and industrial uses.

Slightly farther away, single family residential buildings are the predominant form.



The map above summarizes current land-use and built form.

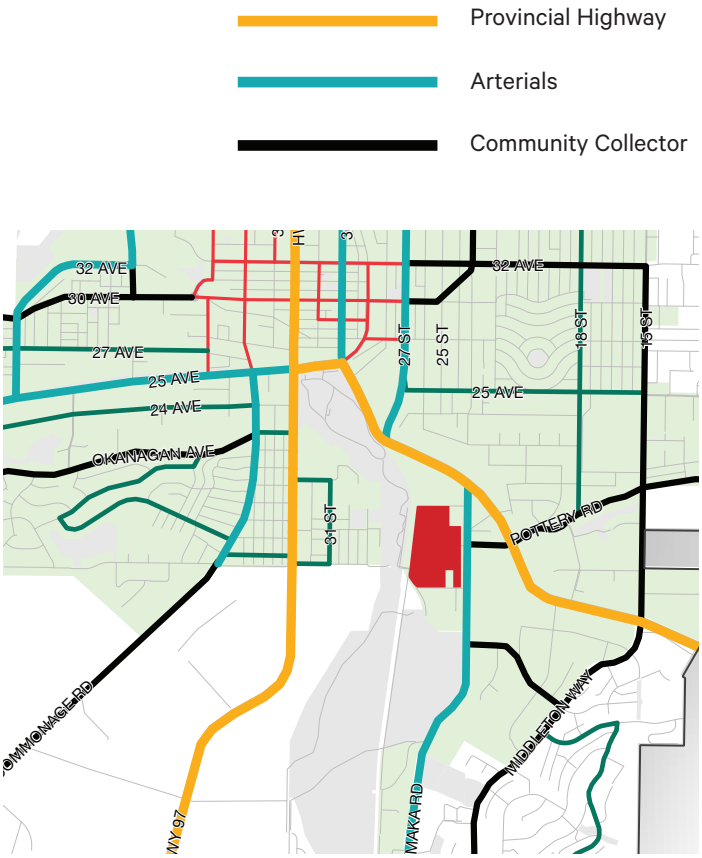
3.3.4 Existing Transportation Context

Street Types Network

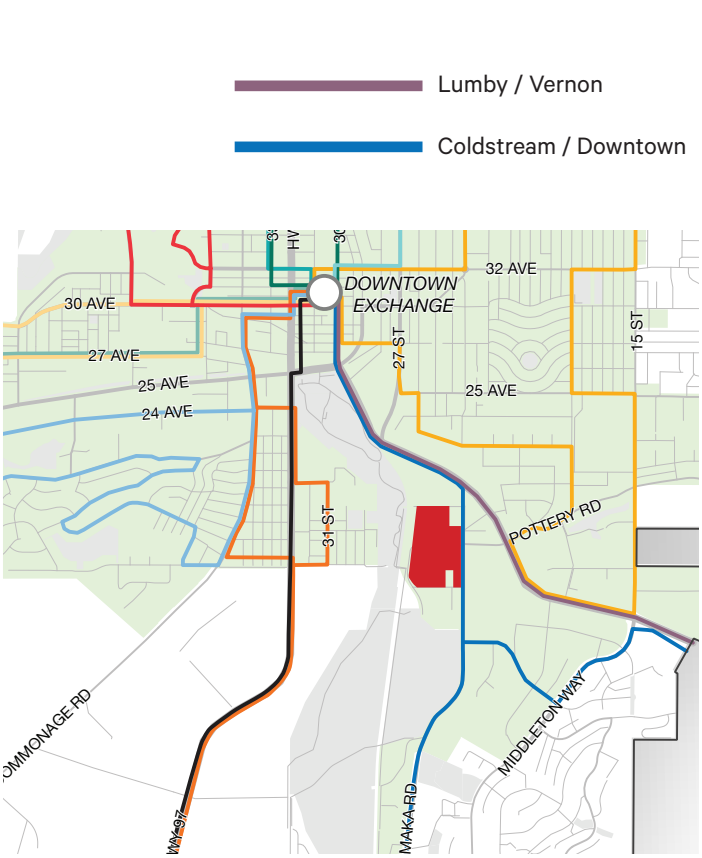
Via District is serviced by a range of street types. Pottery Road is a Community Collector and will serve as a key access point to the neighbourhood. Kalamalka Lake Road is a designated arterial and flanks the site to the east. Highway 6, though not immediately adjacent to the site, is in close proximity warranting the involvement of MOTI.

Current Transit Network

The Coldstream / Downtown transit route runs adjacent to Via District and the Lumby / Vernon route runs within a short walk of the site.



The current Street Types Network as illustrated in the City of Vernon Transportation Plan is shown in relation to the Via District (red).



Via District (red) is well serviced by the current transit network.

Current Cycling Network

Via District is at an important location along the Rail Trail and cycling connection between downtown and Kalamalka Lake. At present, recreational cyclists pass through Polson Park before crossing Vernon Creek at the southwest corner of the site. Current routing leads cyclists along 14th Avenue towards Kalamalka Lake Road.

The future cycling network will include a route along Polson Drive bisecting Via District and connecting Polson Park to East Hill.

Considerations of the future cycling network and integration of it into Via District's streets and public spaces is a unique opportunity to support both active transportation and lively public spaces.



The current Street Types Network as illustrated in the City of Vernon Transportation Plan is shown in relation to the Via District (red).

Current Pedestrian Network

At present, there is limited pedestrian activity on site. Streets lack sidewalks and informal curbside uses limits pedestrian safety. Similar to the cycling network, the recreational paths from Polson Park that arrive at Via District represent an important opportunity to enhance the overall pedestrian connectivity for Vernon. Moreover, street improvements with street trees, stormwater catchment, and ample pedestrian space on sidewalks will contribute to an enhanced pedestrian network.





Top: Recreational walking routes are an existing draw to the Via District area from Polson Park. Bottom: The current condition on 14th Avenue - no sidewalks and informal use of curbside space - is not pedestrian friendly.

Part 4.
Initial Concept

The following pages outline the initial concept plan for Via District. This plan is rooted in an understanding of place through both site analysis and policy analysis.

Over the coming months, this concept will be evaluated by the City and serve as the basis for subsequent community engagement. It will evolve from 'Initial Concept' to 'Draft Concept' to 'Final Concept.'



The future of Via District will include a transformation from the low-intensity commercial and industrial uses (shown above) to a vibrant, mixed-use district.

4.1 Contextual Response and Future Concept

The initial concept plan for Via District is based on the unique opportunities of the site and responses to its context.

The concept includes density near the services and amenities of Polson Mall, a short walk to the north. Also, it aligns a new 26th Street with mall access to better facilitate vehicular and pedestrian movement to both the mall and the development.

The mix of uses and vibrant heart of Via District is supported by the presence of a transit exchange, helping to concentrate pedestrian energy where it can be most impactful to neighbourhood vibrancy.

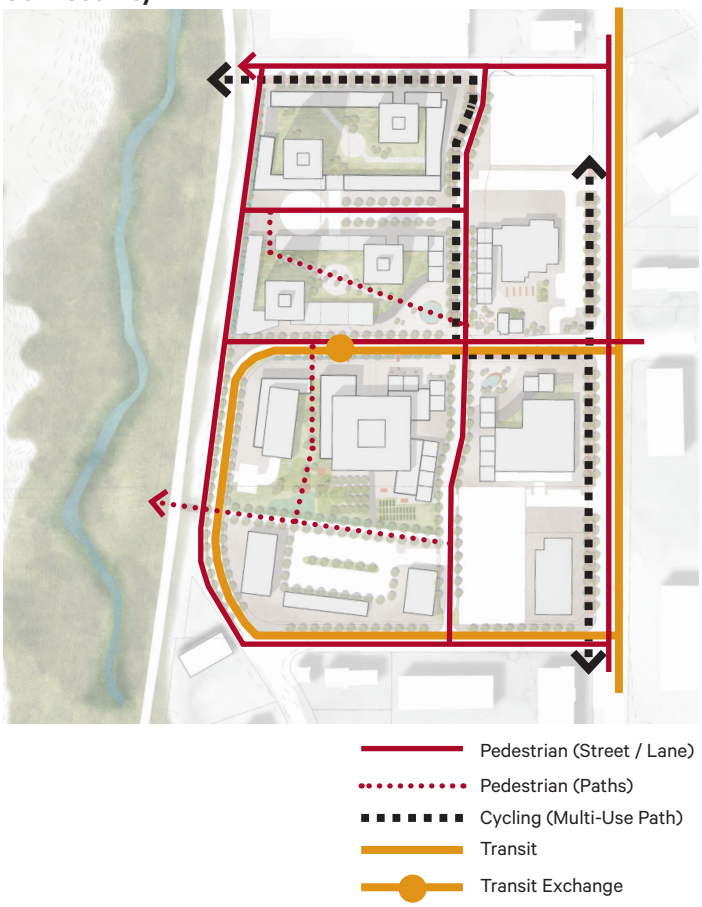
Surface parking is minimal and for higher density blocks parking is located in above grade structures and wrapped with residential or commercial use. The rooftops of these podiums serve as community amenities with the potential of public access.

Kalamalka Lake Road is supported by maintaining the presence of BNA brewing and proposing future mixed-use (commercial at street level and possible commercial / hotel use above).

The plan is flexible enough to incorporate community use in a range of locations.

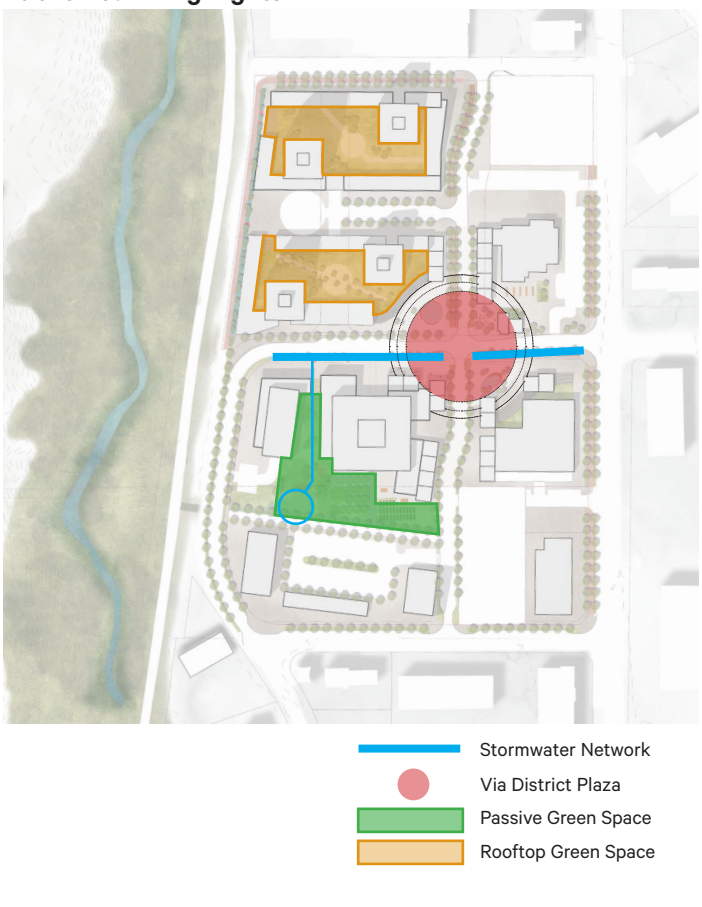
Lastly, the plan is stitched together by a network of streets, pedestrian paths, multi-use paths for cycling, and transit.

Connectivity



The proposed plan integrates with the surrounding street and trail network. It includes a transit exchange and a cycling connectivity with the Rail Trail.

Public Realm Highlights



The proposed plan integrates with the surrounding street and trail network. It includes a transit exchange and a cycling connectivity with the Rail Trail.



Jubilee Hill (west) and East Hill (east) flank the area around the Via District. The rail corridor and Highway 6 also traverse this low area between Kalamalka Lake to the south and Downtown Vernon to the north. The lower area (shown unshaded in white above) includes Vernon Creek and a portion of Highway 6. Contours shown are 2m contours.

4.2 Vision and Objectives Summary

The Via District Master Plan will guide future development so as to create a distinctive and vibrant urban community within Vernon. Sustainability, sociability, connectivity, accessibility, and livability will all underlie the planning and design decisions. Additionally, the following five principles will guide the creation of the master plan. Each principle is followed by some reference images to help visualize it's design outcome.

Design Objective #1 - Via District is a Place of Confluence

The community will blend a range of complementary uses, including housing, community spaces, commercial activity and innovation. Public spaces will be designed for flexibility and diverse activities to create an energetic and magnetic place with opportunities for everyday events and larger community.


Flexible public space


Family-friendly spaces



Mixed-use development


Flexible wet/dry plaza


Community celebration


Community Fire-pits

Design Objective #2 - Via District is Rooted in Vernon


Natural beauty


Unique geography


Cultural vibrancy

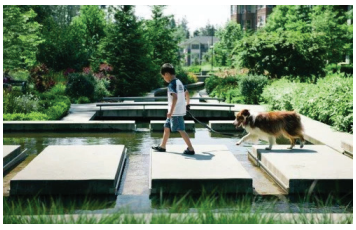
At Via District, local community perspectives will guide the Via District plan. With the natural terrain and the urban context in mind, the plan will reflect Vernon and its unique character.

Design Objective #3 - Via District is Touches the Earth

The plan will respect local ecology and nature, with an urban tone. Landscape elements – such as porous surfaces and stormwater treatment zones - will be integrated into the public spaces and community access to green spaces will support the connection to nature.


Community gardening


Pollinator landscapes


Stormwater treatment

Design Objective #4 - Via District Nurtures Community


Vibrant streets


Micro retail for small businesses


Outdoor seating and patios

Commercial and community activities will be unique and reflect a thoughtful approach to community programming. With the potential for entrepreneurial or cultural spaces the Via District will be a place where the Vernon community can flourish and grow.

Design Objective #5 - Via District Serves Vernon's Needs

The plan will respond to Vernon's needs and will align with the community's policy objectives. Higher intensity uses - i including a range of building types from low to high-rise buildings - will offer housing choice that is centrally located near the downtown's commercial services and amenities. Sensitive building placement will reflect the opportunities that the unique location can provide.


Housing options


Access to transit



Commercial and recreational spaces

Design Goals

The five design principles reinforce the vision statement and provide clarity on how it will be achieved. Key strategies to achieve the objectives include:

1. The site will feature various scales and forms of buildings, creating a variety of housing options, among other activities and uses.
2. Kal Tire's Head Office and the new BNA Brewing Company will remain at the heart of the plan and the open spaces around them would be enhanced.
3. Break up the site into small blocks by adding pathways, roads, and open spaces that make it easier to walk and bicycle around.
4. A streets-first design approach prioritizes creating vibrant, safe, and well-connected streets as the foundation for shaping the surrounding buildings and public spaces.
5. A combination of active and quiet open spaces provides places for both social activities and relaxation, meeting different needs of residents and visitors alike.

4.3 Massing Study

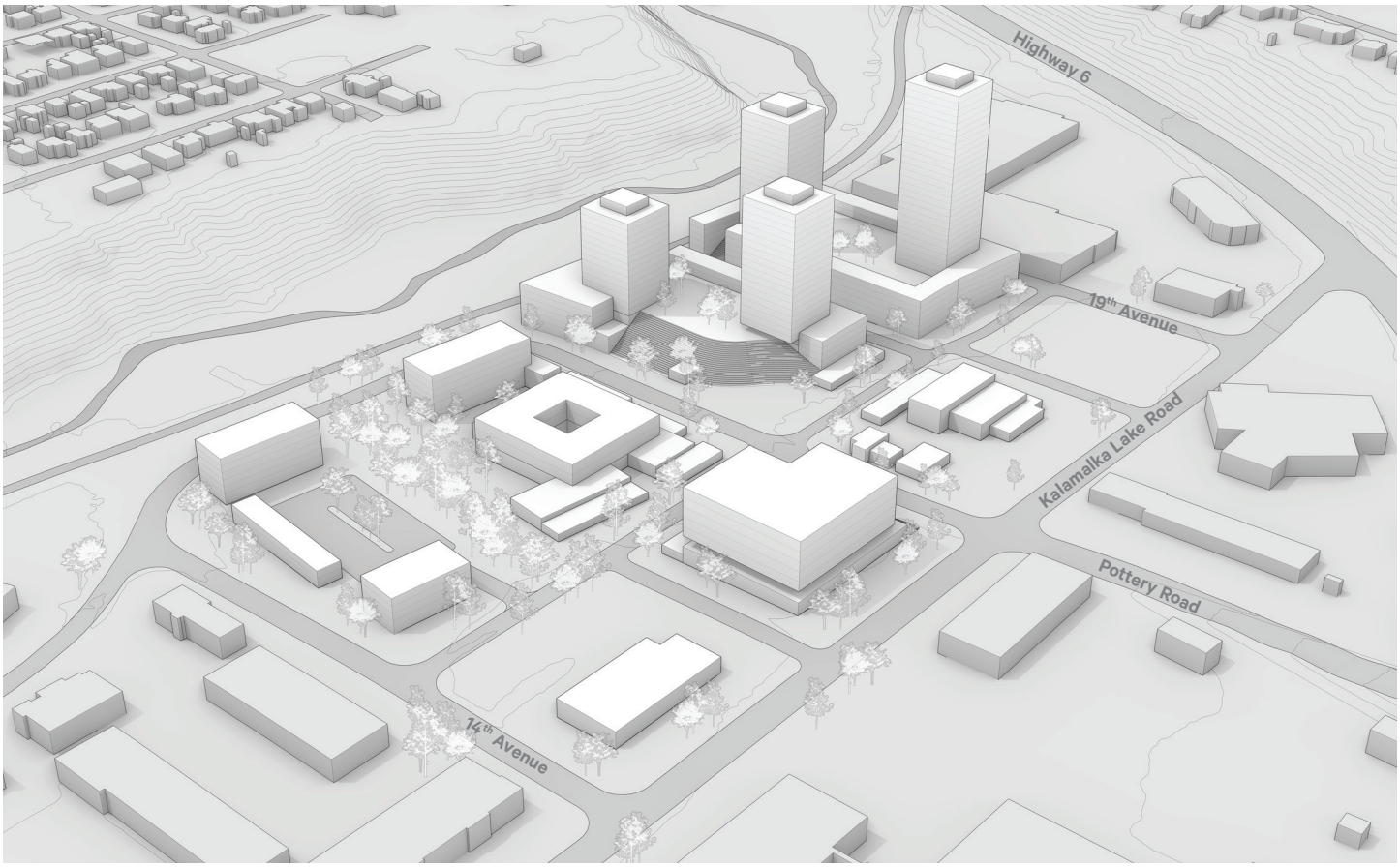
Two massing alternatives have been developed as part of the future concept. A number of factors may influence the final distribution of height and density across Via District. Variations in the market and construction pricing will impact project viability. Given the projected long term build out of the masterplan, flexibility is an important attribute for success.

Massing Option A

Massing Option A as shown below matches the plan described in Section 4.1. This massing demonstrates a scenario where tall buildings are concentrated at the northern half of the site. Positive attributes of this approach are:

- the majority of the height and density is in close proximity to Polson Mall and its services;
- the majority of height is nestled against the bluff of Jubilee Hill, linking an urban design response to the physical terrain;
- larger development sites are north of Polson Drive meaning there is more flexibility in creating above grade parking structures that are wrapped by residential or active uses.

Massing Option A



Massing Option B

Massing Option B depicts a scenario where taller buildings are located at both the north and south end of the site. While both concepts include four towers, this concept includes possible height ranges of 12 - 36 storeys. Positive attributes of this approach are:

- greater distribution of tall buildings across the site, with more space in between;
- lower-scale near the heart of the community and the primary public space.

Common Elements

The two massing options share common elements. These are:

- the long term retention of the KalTire office;
- the addition of small scale incubator businesses along 26th Street and Polson Drive that are in close proximity to BNA brewing;
- the creation of a fine-grain pedestrian and cycling network throughout the district;
- wrapping of above-grade parking structures for higher density buildings with residential or active use.

Massing Option B

