

Via District

Thank you for joining us today to provide input on the Via District!

Purpose:

Via District provides 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.

Today is an opportunity to:

- ✓ Learn about this exciting project that Arrowleaf is planning to develop in Vernon
- ✓ Ask questions and provide input on the items we're working on
- ✓ Help shape the vision of this community with the project team

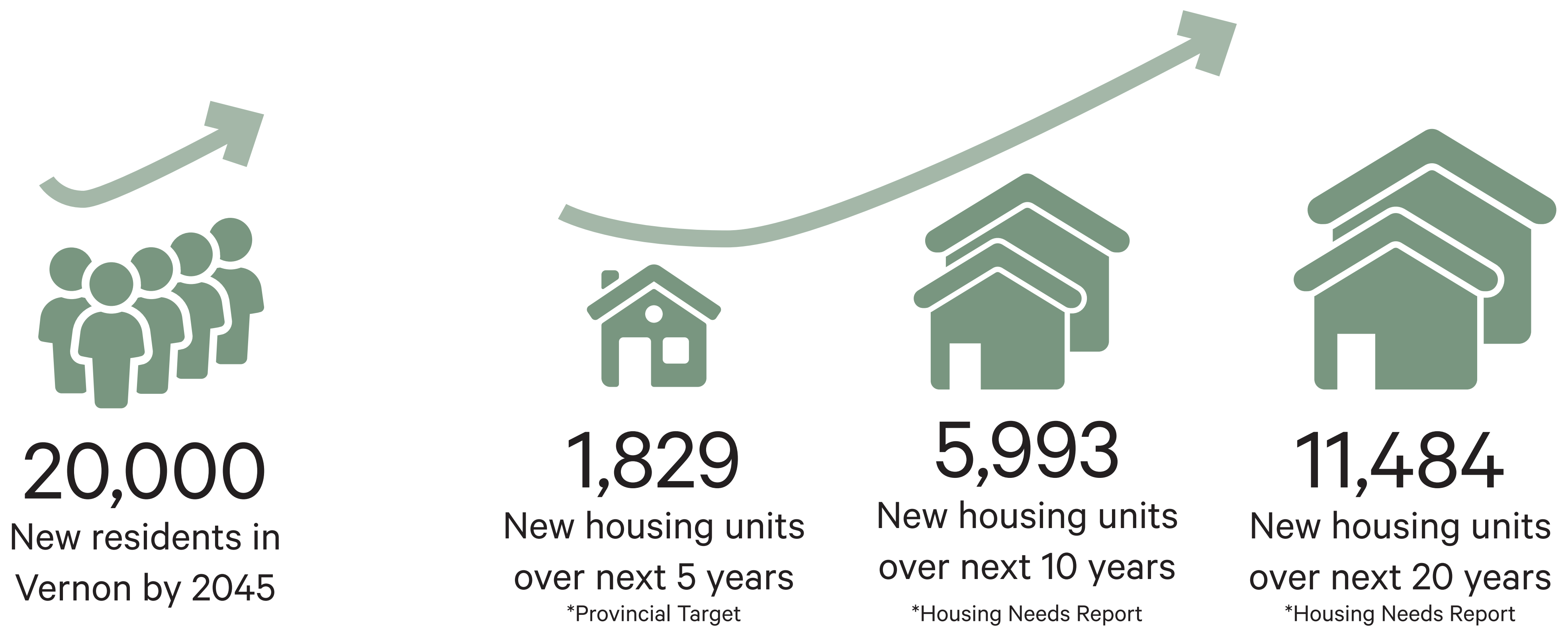


Project site and surrounding amenities

Suited for Vernon

This is an exciting time of growth for Vernon!

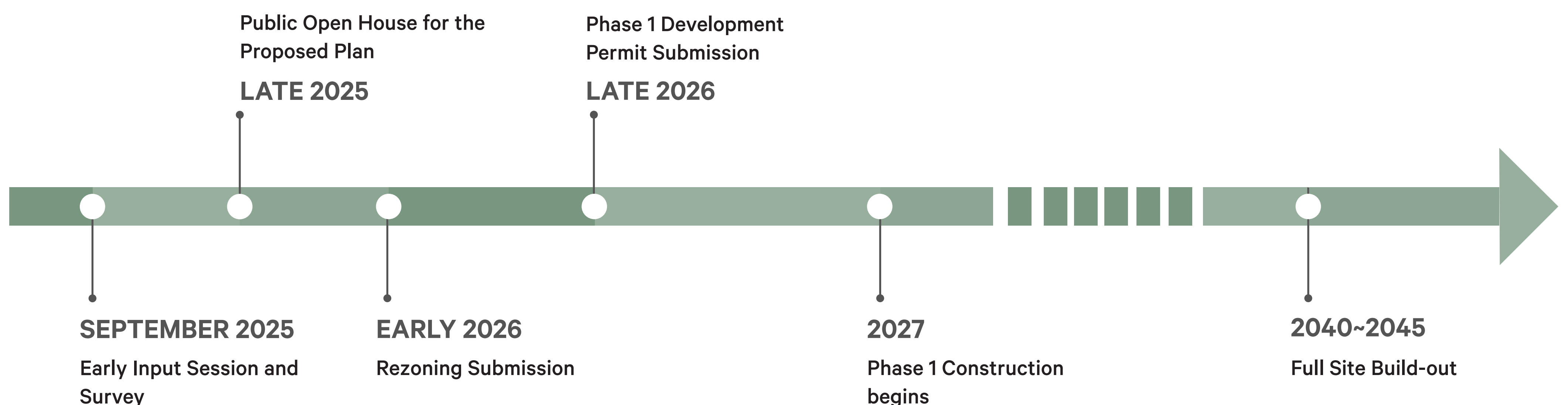
Ensuring sufficient supply of housing for the community is a key objective of the community. The population of Vernon is forecasted to grow at a steady rate. A growing population requires balanced and sustainable growth so Vernon remains liveable for existing and new residents.



As per City of Vernon's Official Community Plan, another community objective is to create compact and complete neighbourhoods. This means as neighbourhoods develop, essential elements such as housing, employment, shops, parks, schools and other amenities can be found in closer proximity to one another, making alternatives to driving more attractive and viable while improving road safety.

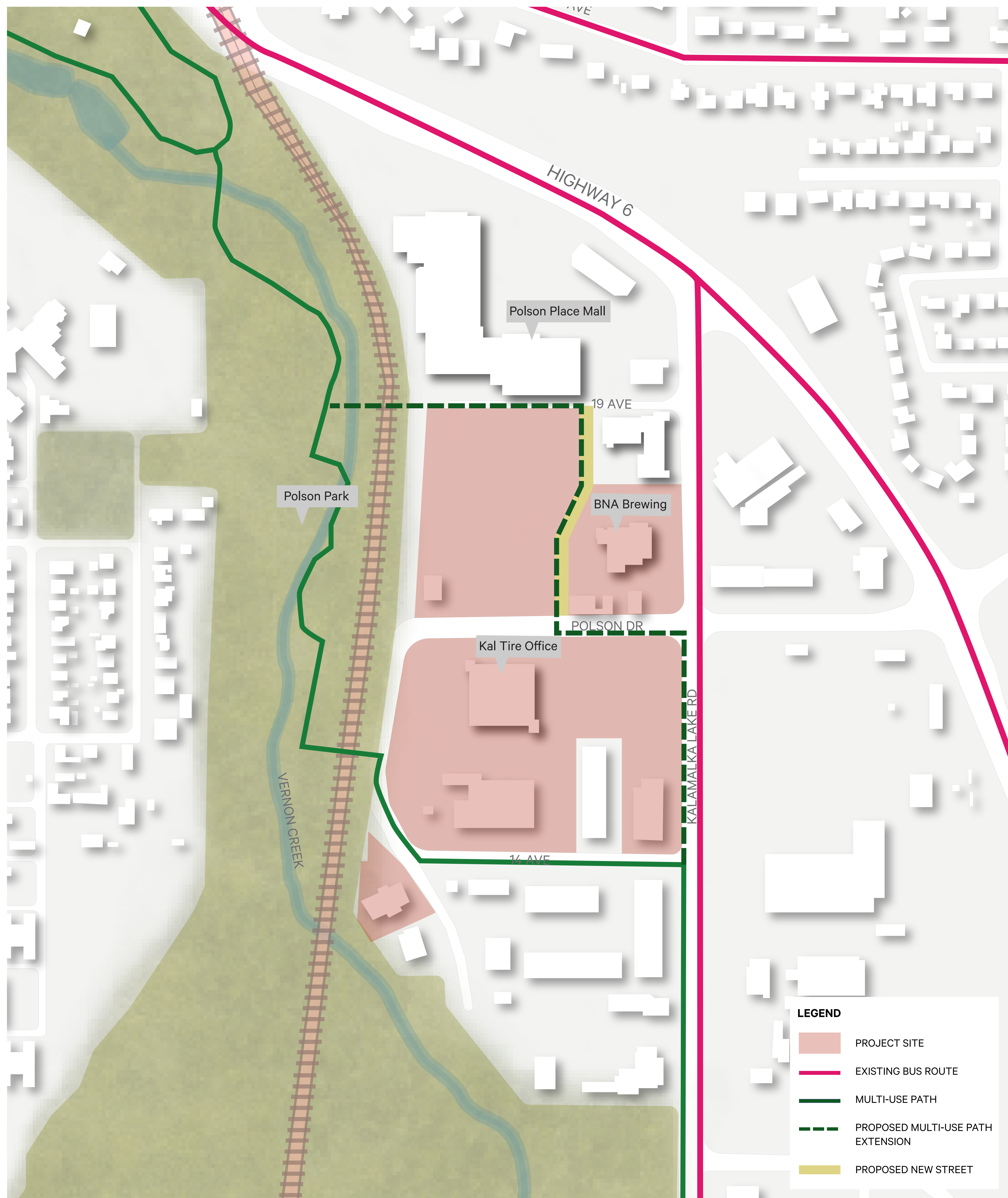


Proposed Project Timeline



Site Context

The project site's central location and accessibility to active transportation routes, trails and community amenities support higher density, urban residential building forms and car-free, walkable living options for the people who will live there.

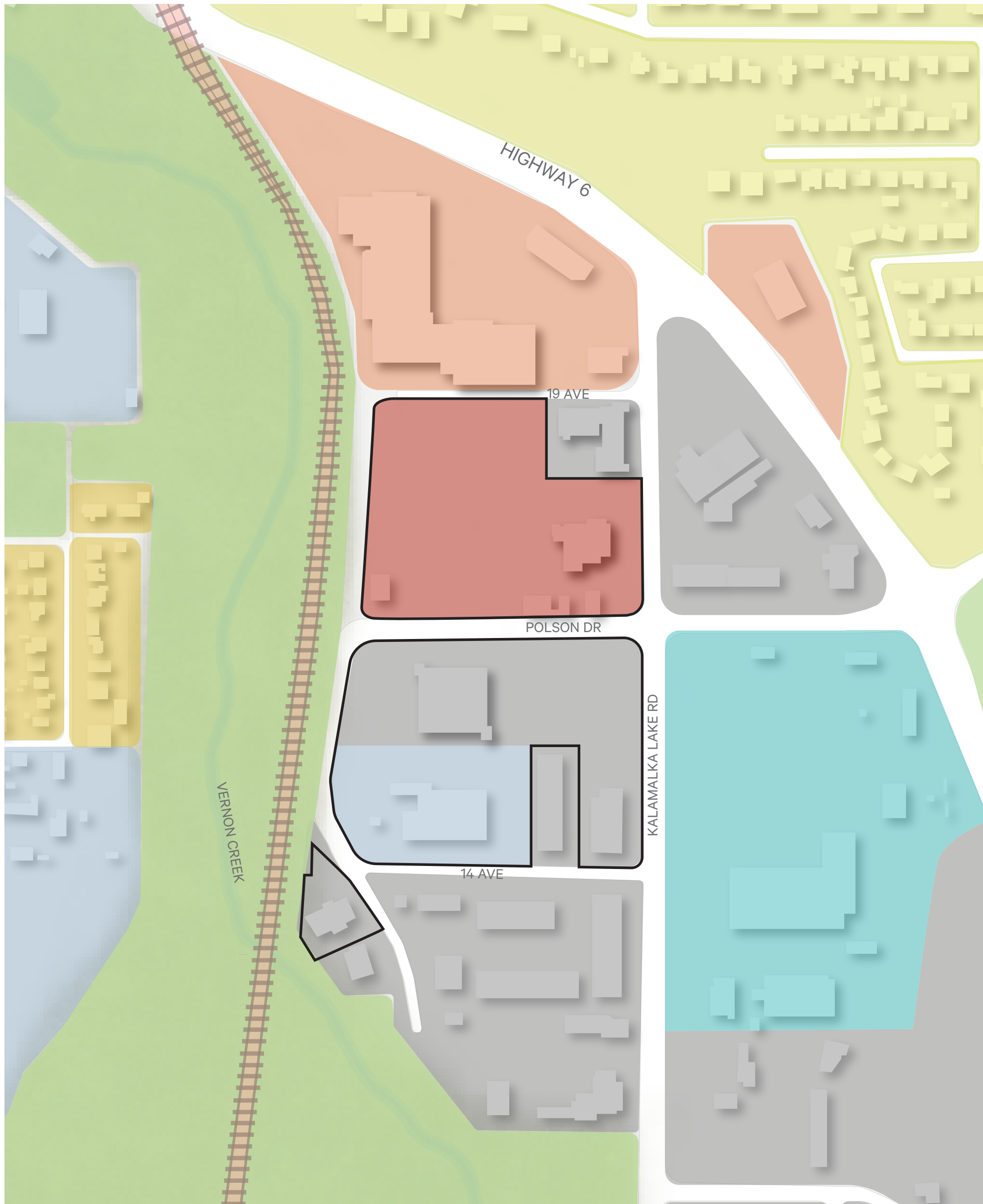


Project Site with existing buildings and transportation network



Balanced Growth

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.



Land use map

Source: City of Vernon Zoning Bylaw, 2024



The project site is a potential Transit-Oriented Development Area (TODA).

As per City of Vernon's Transportation Plan, these are places where two or more transit routes intersect, such that the frequency of transit service is 15 minutes or less. The goal of TODAs is to create walkable and bikeable centres where the majority of daily trips do not require a car.

LEGEND

- SITE BOUNDARY
- CMUB: Commercial Mixed Use: Business
- CMUC: Commercial Mixed Use: Centre
- MUM: Multi-Unit Medium Scale
- MUM: Multi-Unit Small Scale
- INDL: Light Industrial
- CMTY: Community
- UTIL: Utilities
- PANS: Parks and Natural Spaces



Current Use Map



Many things to do at a walking distance!

Retail, commercial, light industrial, and office uses make this site ideal for an urban high density development.

LEGEND

- SITE BOUNDARY
- RETAIL/COMMERCIAL
- OFFICE
- LIGHT INDUSTRIAL

Design Principles

Design principles shape the project's character and direction.

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 visualise its design outcome.

Design Principle #1

Via District is a Place of Confluence

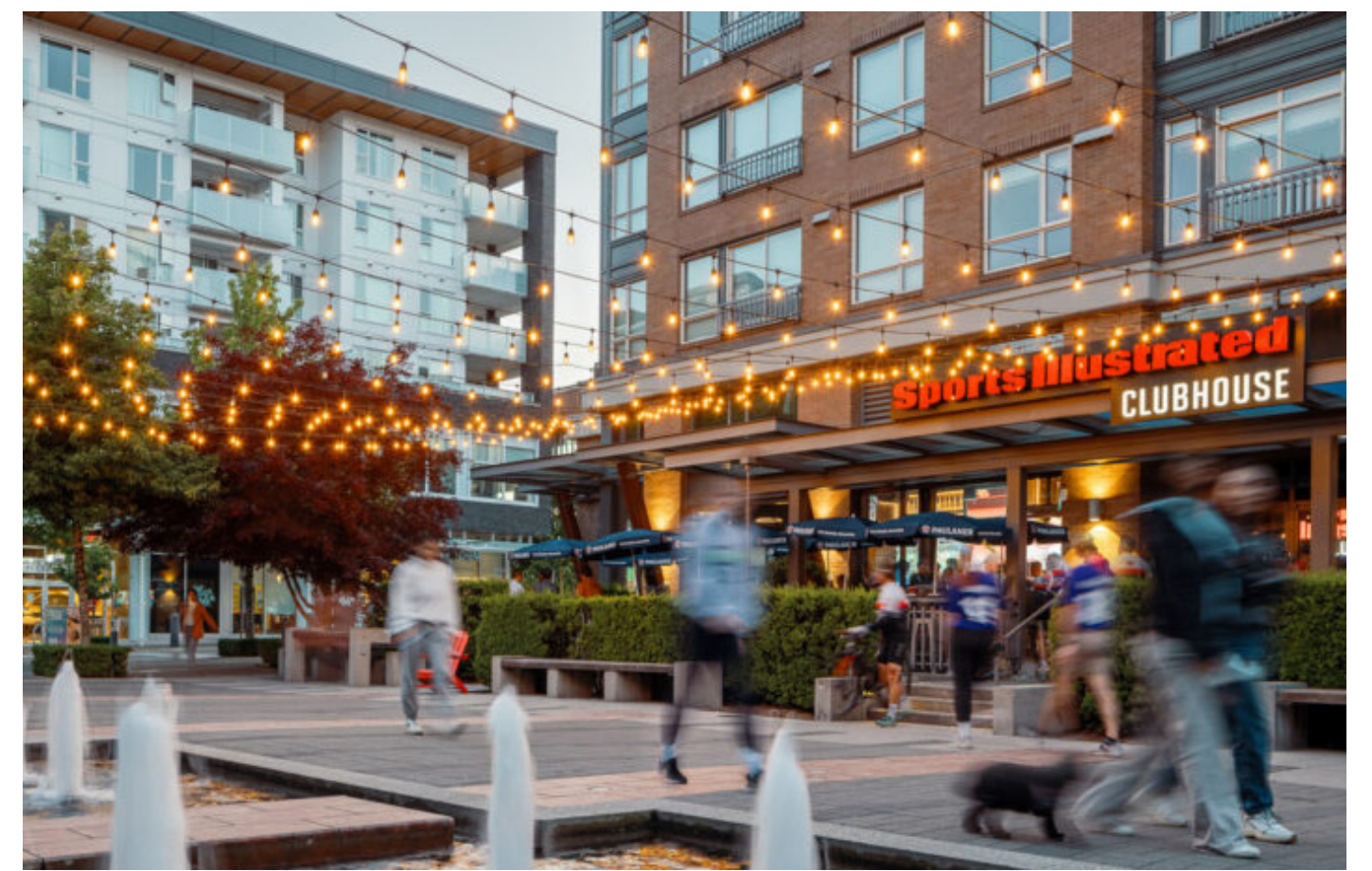
The community will blend a range of complementary uses, including housing, community spaces, commercial activity and innovation. Public spaces will be designed for flexibility and diverse activities to create an energetic and magnetic place with opportunities for everyday events and larger community



Flexible public space



Family-friendly spaces



Mixed-use development



Flexible wet/dry plaza



Community celebration



Community Fire-pits

Design Principle #2

Via District is Rooted in Vernon

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.



Natural beauty



Unique geography



Cultural vibrancy

Design Principles

Design Principle #3

Via District 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 Principle #4

Via District Nurtures Community

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.



Vibrant streets



Micro retail for small businesses



Outdoor seating and patios

Design Principle #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 - 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 Approach

Early design thinking that will shape the future plan!

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.



Retaining key existing buildings



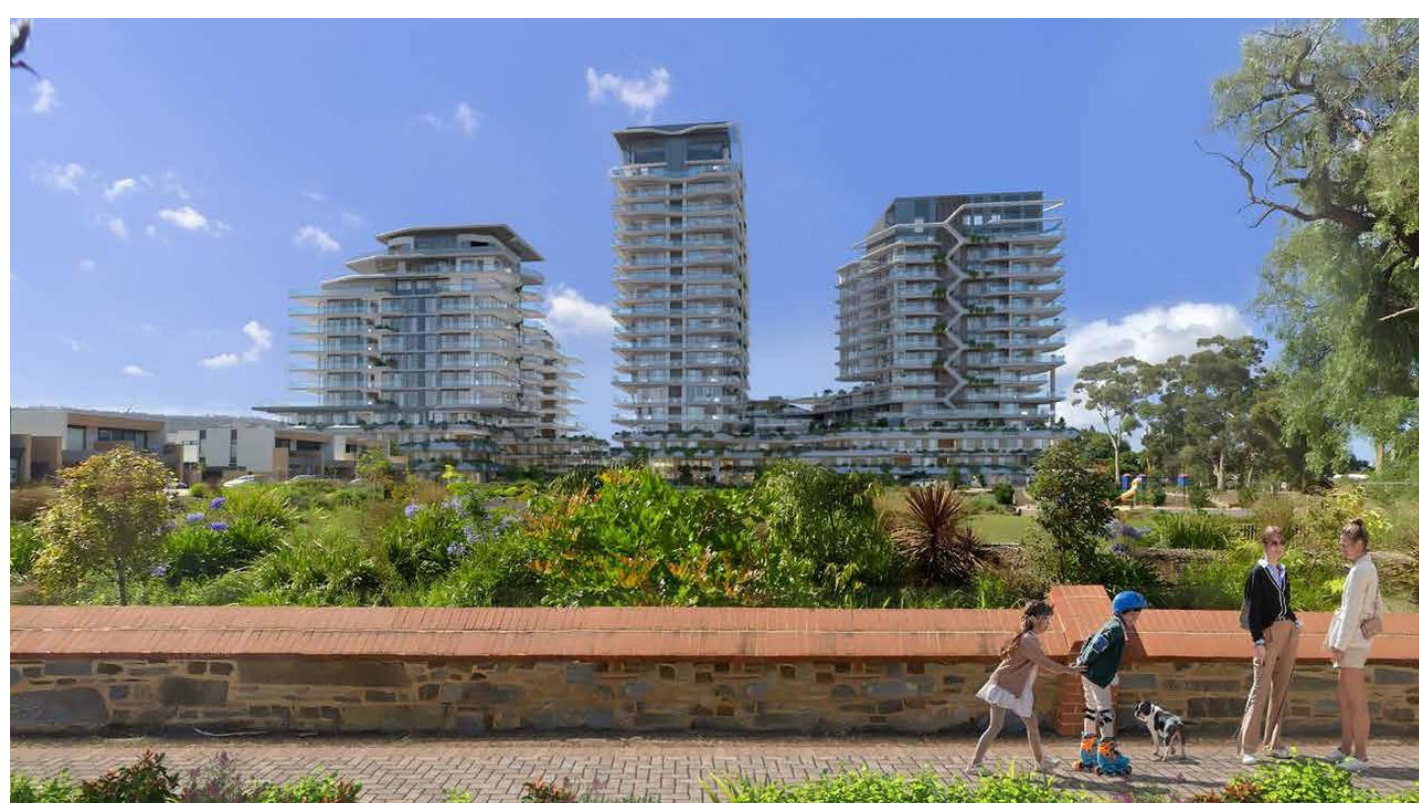
Brewery 'Courtyard' with outdoor seating under catenary lights



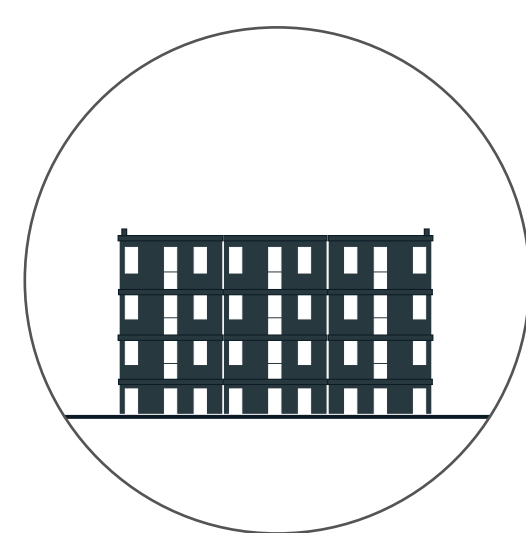
Communal fire-pits of various sizes activate the open space



The site will feature various scales and forms of buildings, creating a variety of housing options, among other activities and uses.



High-rise buildings



Mid-rise buildings

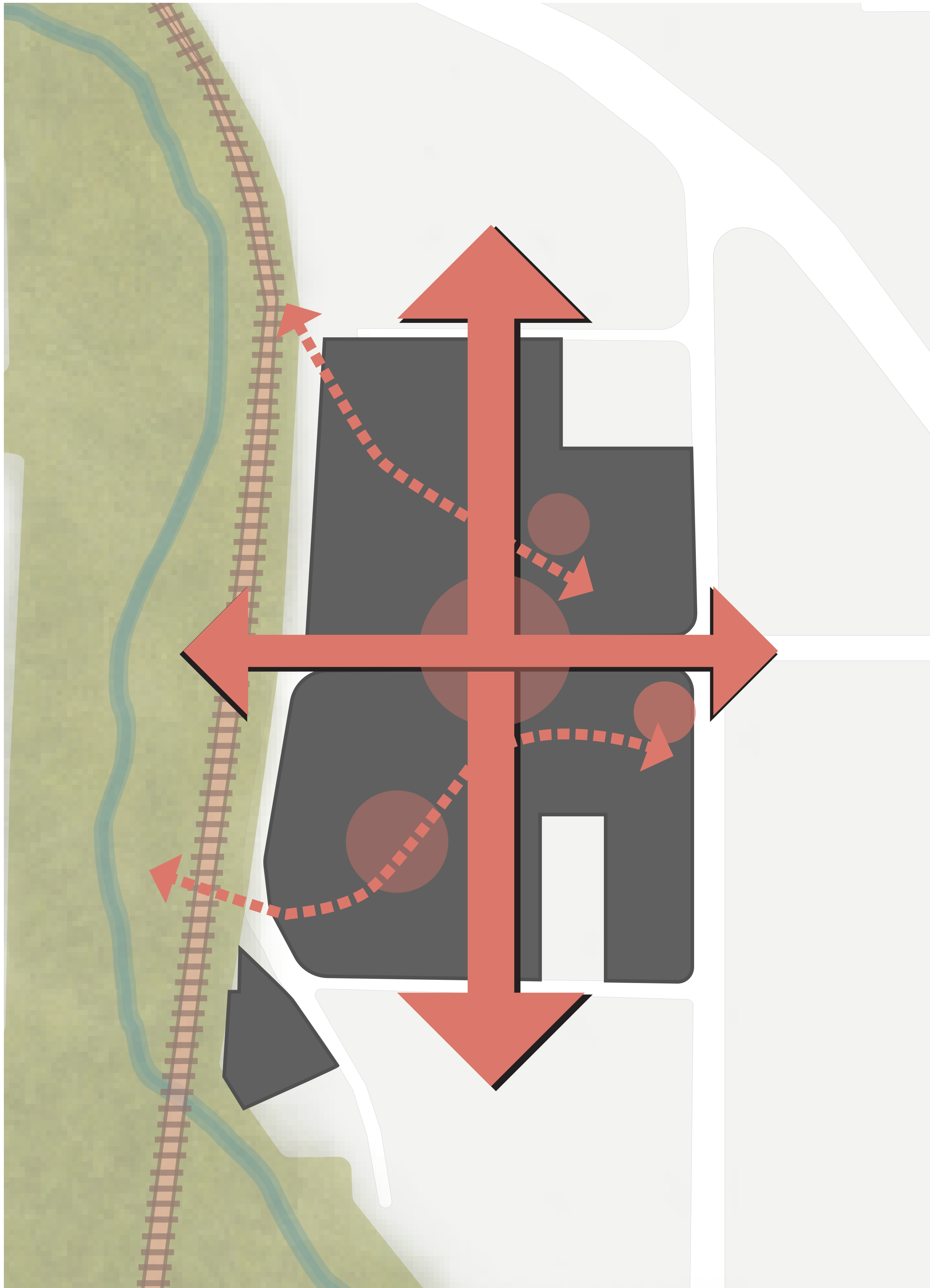


Low-rise buildings



Design Approach

Break up the site into small blocks by adding pathways, roads, and open spaces that make it easier to walk and bicycle around.



Conceptual Diagram in plan



Neighbourly walkways



Safe bikeways



Moving through green spaces

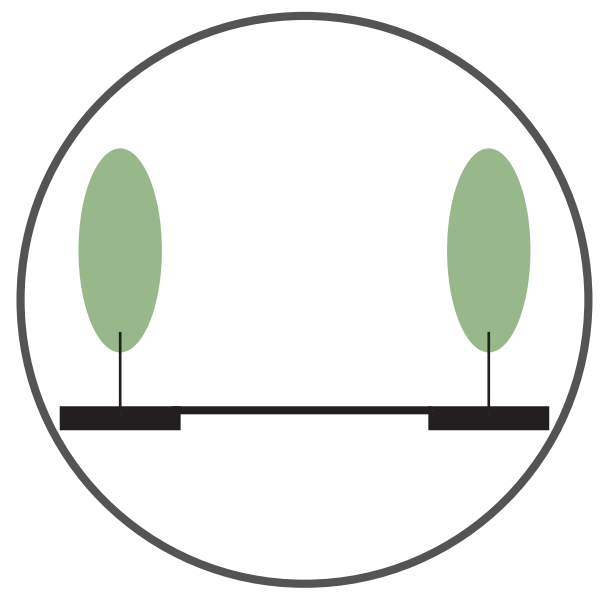
Small blocks feel more pedestrian-friendly because they create shorter walking distances and more frequent street crossings, making the area easier to navigate and more lively at the ground level.



Walkable blocks

Design Approach

A streets-first design approach prioritizes creating vibrant, safe, and well-connected streets as the foundation for shaping the surrounding buildings and public spaces.



Street Trees

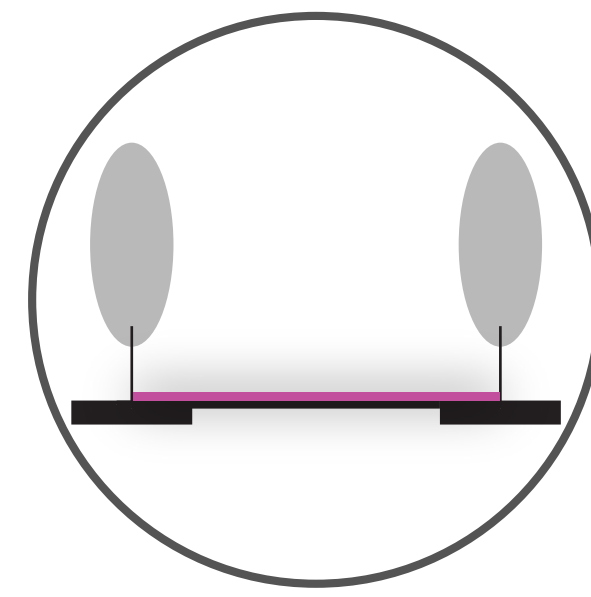
Street trees provide shade and comfort for pedestrians, reduce heat, improve air quality, and make streets more welcoming.



Trees provide shade



Welcoming street



Curbless Streets

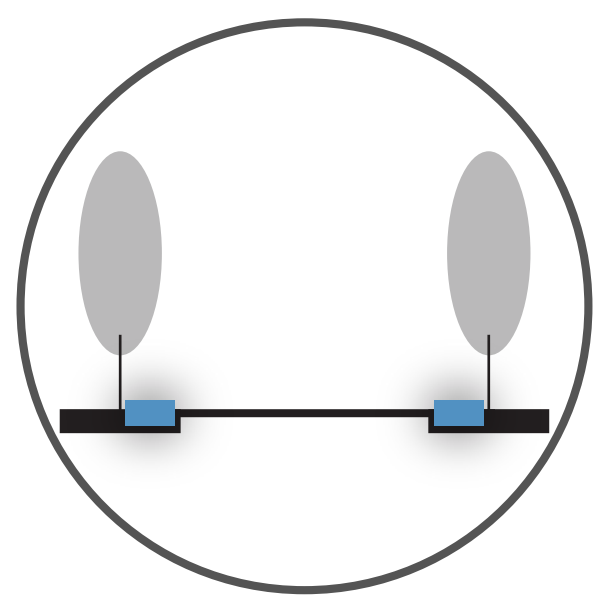
Curbless streets create a seamless, accessible space that slows vehicle traffic, and supports flexible use for events and social activities.



Curbless street



Flexible for events



Stormwater Features

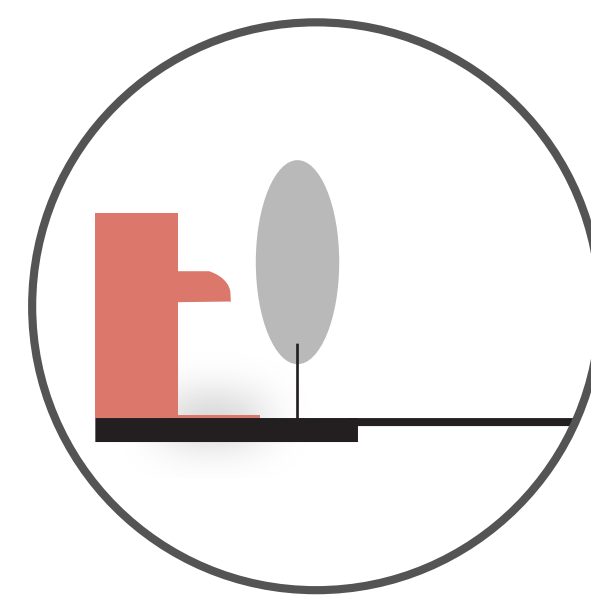
Planted stormwater features filter out pollutants, allow the water to soak into the ground, and improve water quality.



Rain garden along street

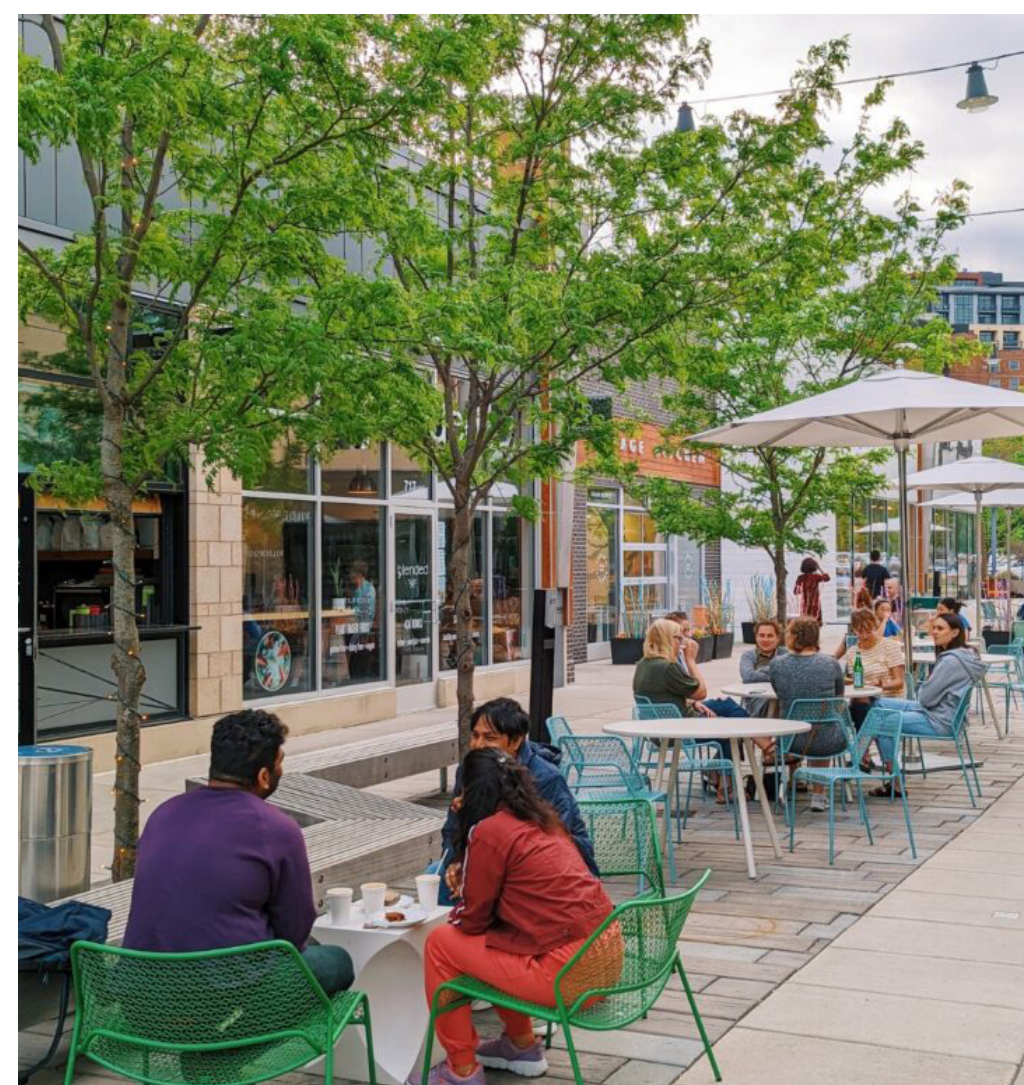


Playful water features

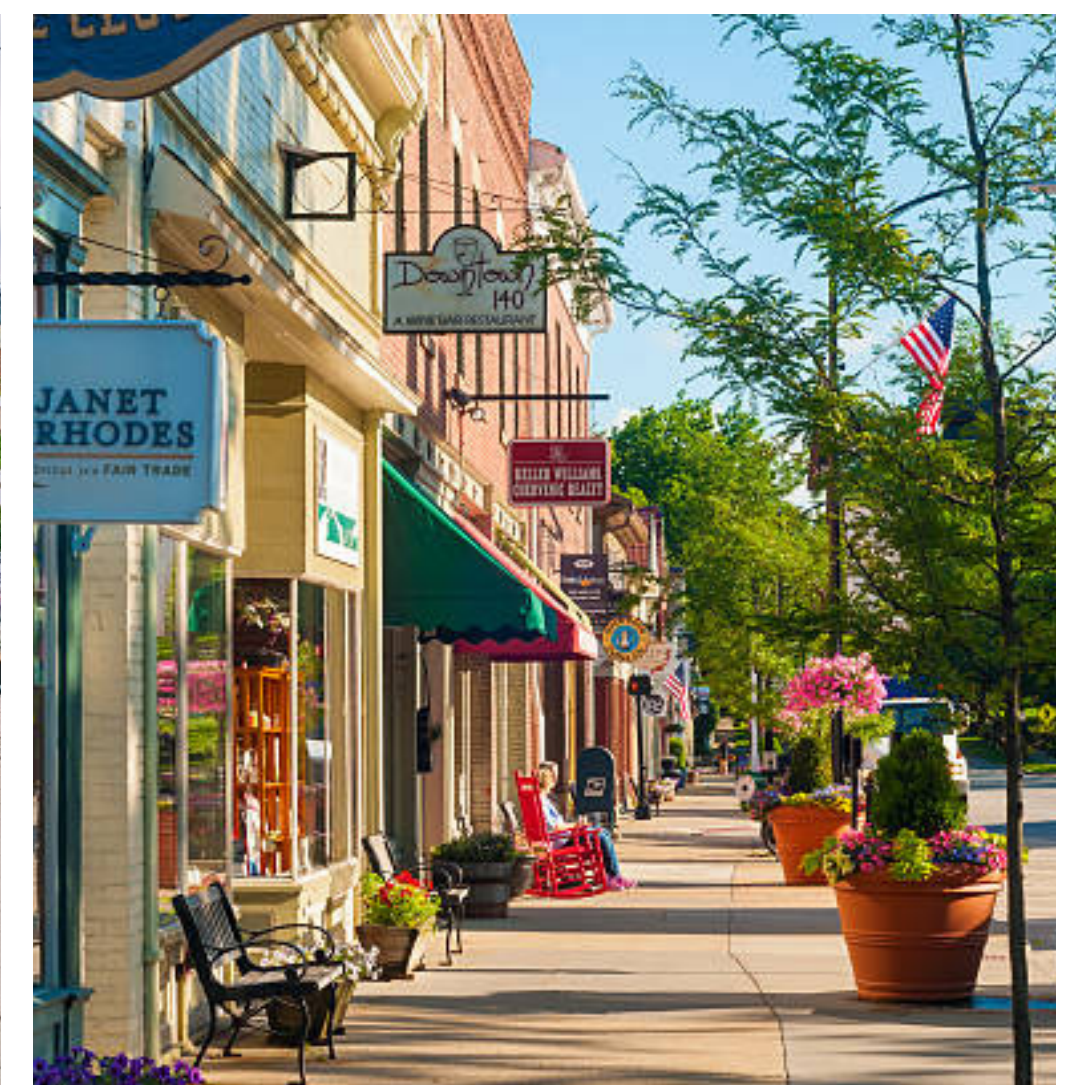


Retail Activation

A diversity of small-scale retail, food, and beverage offer people more choices and encourage them to spend more time in the area.



Outdoor seating



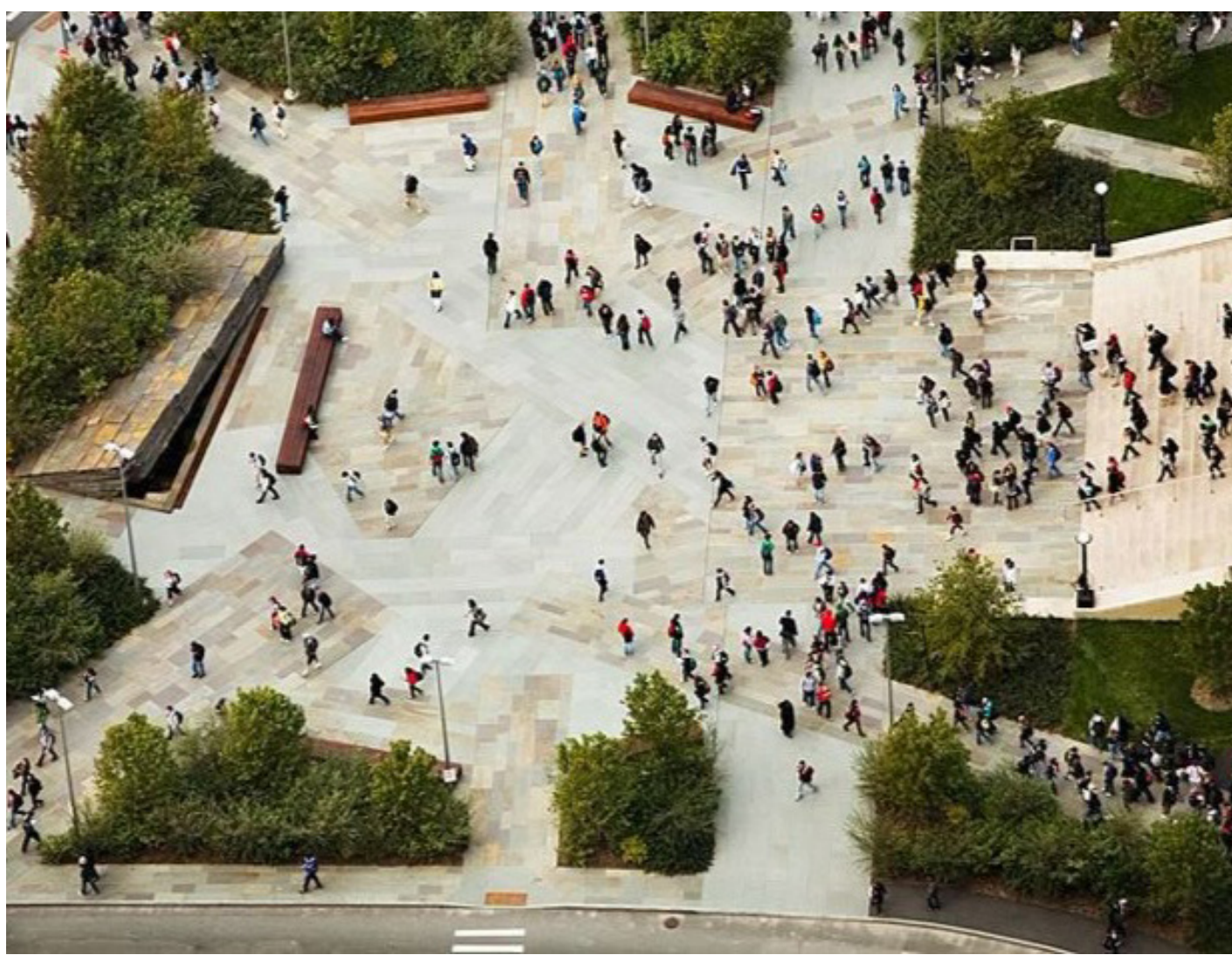
Shops at key areas

Design Approach

A combination of active and quiet open spaces provides places for both social activities and relaxation, meeting different needs of residents and visitors alike.

Active Open Spaces

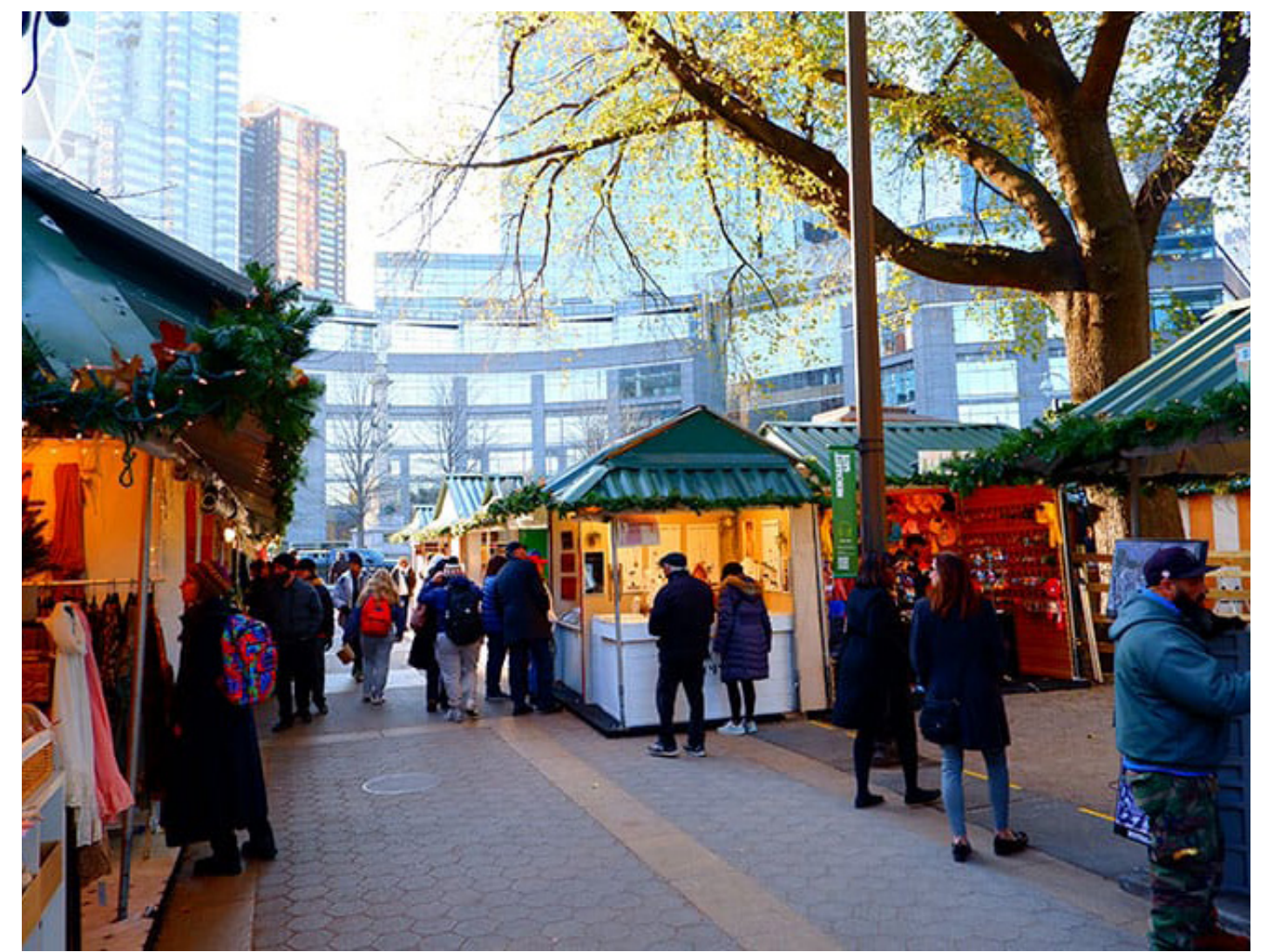
These spaces are meant to be lively areas full of activity, designed for daily use as well as special events where the community can come together.



Urban Plaza



Lively streetscape



Seasonal events/markets



Street Performers



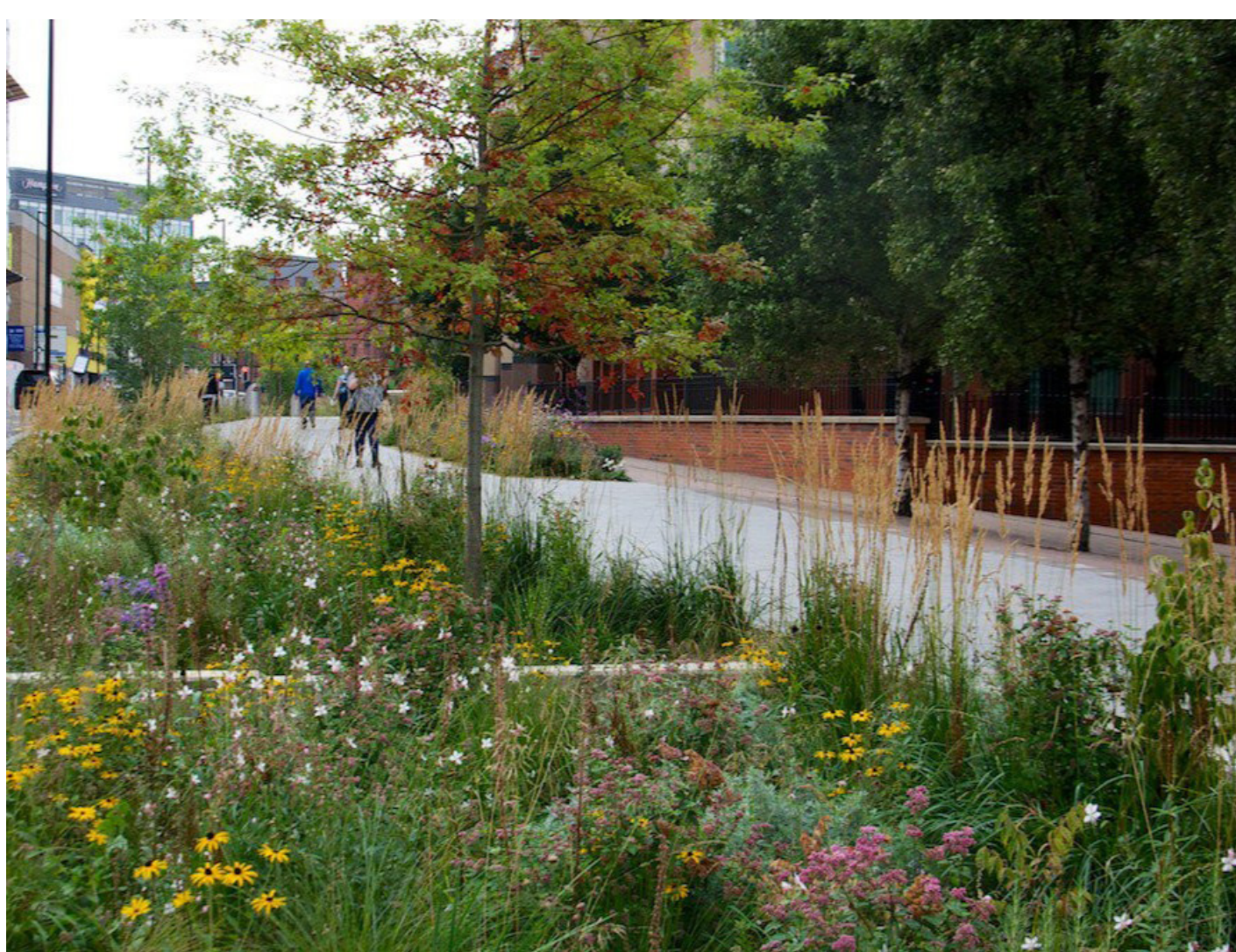
Kids' play areas



Seating integrated in landscape design

Quiet Open Spaces

Quiet open spaces are calm, peaceful areas designed for rest, reflection, or small gatherings. They often include features like seating, greenery, gardens, and shaded spots where people can relax away from noise and crowds.



Pollinator meadows



Variety of planting



Flexible lawn space