



One Way Couplets Impact Assessment

Issue

The City of Kelowna and the Kelowna Business Association (KBA) were concerned about potential business impacts and losses resulting from proposed one-way couplets through downtown Kelowna required by the Ministry of Transportation for the Highway 97 Improvements. TyPlan and the Development Consulting Group (DCG) were retained to assess potential financial impacts and prepare mitigative measures.



Innovation

Through a benchmark review of assessment techniques utilized throughout North America, TyPlan identified a methodology to assess potential revenue losses. The methodology utilized projected changes in existing and future traffic volumes and patterns and an assessment of the types of businesses potentially impacted due to changes in access and visibility to calculate potential business revenue losses.

Solution

TyPlan and the DCG identified potential revenue losses and mitigative measures to assist the business community, local neighbourhood associations, and the City deal with potential losses.

