



## NEWS RELEASE

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### Vibrant Penticton waterfront public engagement meetings launch

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April 30, 2012

**PENTICTON** — Members of the City of Penticton Waterfront Enhancement Select Committee invite residents, businesses and stakeholders to provide their ideas and inspiration on what West Okanagan Lake waterfront revitalization should look like.

“We as a group of citizens believe the waterfront is a huge asset to our community, and needs investment to ensure it can benefit residents and stakeholders in the years to come,” said Rod King, Chair of the Waterfront Enhancement Select Committee. “We are looking to create a place that everyone can enjoy now and in the future, and that’s why we want the plan to be based on ideas and suggestions from the public.”

Infrastructure built along the waterfront of between the Peach and the SS Sicamous has served the City of Penticton for decades. Like any valuable asset, it has been maintained as much as possible throughout the years. During strategic planning in December, Council made waterfront revitalization a priority – signaling the time to replace the aging infrastructure while creating a vision for the area to serve the community and visitors for generations to come.

The Waterfront Enhancement Select Committee was struck with the mandate to provide Council with a strategy and action plan on the enhancement and improvement of the Okanagan Lake waterfront. The Committee has committed to a full public engagement process to determine community desires in advance of drafting a plan.

“We want people to tell us what they want to see with the waterfront. Will it be a space for walking, cycling or playing? Do people want changes to parking or traffic flow? What types of features do they want to see?” said King. “The feedback we receive in the coming weeks will be critical to shape the West Okanagan Lake waterfront revitalization plan to come.”

The following public consultation sessions are planned:

- Wednesday, May 2, at the Penticton Trade and Convention Centre, 273 Power St., in Meeting Rooms 1, 2 and 3, from 6 to 8 p.m. The public can learn about the process, ask questions and give input.
- Saturday, May 5, at Cherry Lane Mall, 2111 Main St. A display set up from 10 a.m. to 5 p.m. will inform the public of the process ahead and how they can give their input.

Anyone is welcome to attend these public sessions.

The West Okanagan Lake project falls under the Vibrant Penticton banner, which has the vision of “Penticton – a vibrant, innovative, adventurous waterfront City focused on sustainability, community and economic opportunity.”

The Committee is currently in the first phase of planning, which is devoted to identifying issues and available solutions for Penticton’s waterfront. Once the public engagement sessions wrap up, the second phase will begin, including research and technical work through the month of June. Designs will not be detailed until November, and the public will have several opportunities to give input and feedback through the planning process.

Those who cannot attend the sessions are welcome to fill out the online survey available at [www.penticton.ca/waterfront](http://www.penticton.ca/waterfront). Additional information on the Vibrant Penticton waterfront projects is also available on the website.

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