

REIMAGINE THE **NORTH GATEWAY**



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A **BOLD** PLAN FOR THE FUTURE

Penticton's first 15 minute neighbourhood



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PART 1:

WELCOME TO THE NORTH GATEWAY



1.1 Acknowledgements

The City of Penticton respectfully acknowledges that our community is located on the traditional and unceded territory of the Syilx Okanagan People and we thank the Penticton Indian Band for their support and ongoing partnership in the future growth and development of the North Gateway.

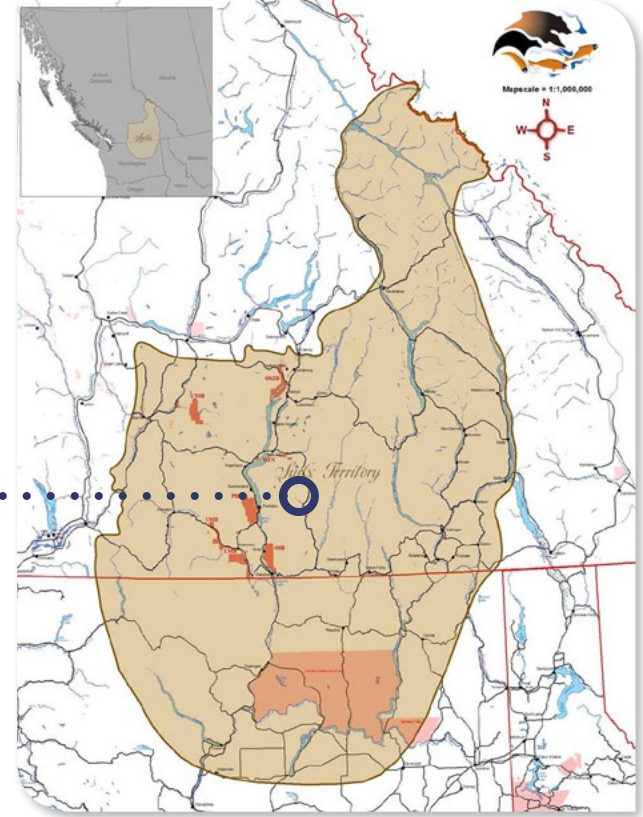
To the City of Penticton residents who gave their time and shared their ideas in the development of this plan through the workshops, information sessions, and feedback forms – thank you for providing us with your insights and vision. The City would like to also acknowledge the contributions or support of the Penticton City Council, the Economic Prosperity & Development Services Advisory Committee, Parks and Recreation Advisory Committee, Penticton Indian Band Council and staff in the creation of this Plan.

The City would also like to acknowledge the following consultants for their work in support of this plan.

- **Russell Whitehead:** Colliers International
- **Ian Roth:** Urban Systems
- **Michael von Hausen:** MVH Urban Planning + Design Inc.
- **Cal Meiklejohn:** MAD Design Studio Inc.
- **Cal Srigley:** Cal Srigley Design Consulting
- **Chris Allen:** Landform Architecture + Design Build
- **Mark van der Zalm:** VDZ + Associates



SnPink'tn (Penticton)



Acronyms:

The Plan – North Gateway Redevelopment and Investment Strategy

PTCC – Penticton Trade and Convention Centre

SOEC – South Okanagan Events Centre

PIB – Penticton Indian Band

MOTI – Ministry of Transportation and Infrastructure

OCP – Official Community Plan

SOEC Complex – References the SOEC, PTCC, Memorial Arena, Casino, Community Centre Lands

1.2 Why are we here?

To ensure an orderly, strategic and investment ready environment within this area of the City, the North Gateway Redevelopment and Investment Strategy (The Plan) is required to ensure a coordinated approach can be taken to land use, infrastructure needs and economic investment opportunities.

In 2006 the North Gateway was identified as one of the City's Urban Villages where a higher density neighborhood with walkable services and amenities were envisioned, however no comprehensive planning for the area was undertaken at the time. Since then, several new developments have occurred and the 2019 Official Community Plan (OCP) policies provide direction for further investment to take place within the North Gateway – one of the four strategic investment areas identified for future growth and development.

The North Gateway is a desirable place to live and much of the focus with the 2019 OCP was around the provision of more housing opportunities in the community. Supporting additional densification within close proximity to services has been a long term policy goal of the City.

Our community is in the midst of a housing crisis and continuing to grow sustainably will support the City's Climate Action and Housing goals. The lands within the area must be used efficiently to accommodate the growth and sustainable economic activity Penticton needs.

With renewed interest in this area and prior to much of the new investment taking place, the creation of the Redevelopment and Investment Strategy is intended to result in clarity around future vision and desired land use for the community, public realm and urban design priorities, land assembly opportunities and mobility improvements that are required to support community values and set a sustainable path for or future and attract economic development opportunities.



1.3 Getting it Right

Entering the City of Penticton from the north brings focus and attention to the North Gateway, as the entrance to the South Okanagan. First impressions to new residents, visitors and investors have a significant impact on the reputation of our community and the Plan provides an opportunity to make a positive impression through signage, wayfinding and beautification, working with the community, stakeholders, PIB, MOTI and key user groups.

Prior to the development of Highway 97, Westminster Avenue West used to be the main thoroughfare into the downtown. With its wide road right of way, beautifully tree lined boulevard and link to an ever-growing and intensifying downtown commercial core, the Westminster Avenue West corridor provides for an interesting opportunity to not only enhance the Northern Gateway from an access, directional signage and wayfinding perspective, but to reimagine the Westminster corridor for all modes of transportation as the spine of the North Gateway.

The redesign and reinvestment in strategic mobility and activity corridors within this area such as Power Street to Lakeshore Drive, Eckhardt Avenue West and Westminster Avenue West to the downtown core, hold the key to positive transformation of the area.

To support the community's investments in the South Okanagan Events Centre (SOEC) and Penticton Trade and Convention Centre (PTCC), the addition of new hotels, increasing the diversity of residential housing opportunities, entertainment and other complementary uses will allow for these City facilities to succeed and contribute to the economic prosperity of our city.

Large land holdings in this area provide for significant comprehensive redevelopment opportunities to house the right mix of civic uses, tourist accommodations, support commercial and residential densities to sustain our City into the future. When new development comes forward for consideration, having a plan and investment strategy in place will ensure developments leave a positive legacy for the community and contribute to public realm enhancements.



**PART
2:**

CONTEXT & SITE ANALYSIS



2.1 Location - Penticton's first 15 minute neighborhood

The North Gateway area is located at the north-west corner of the City limits. Bordered by Riverside Drive to the west, Highway 97 and the Penticton Golf and Country Club to the south, Power Street and Veas Drive to the east and Churchill Avenue and Lakeshore Drive to the north, the North Gateway lands are the first point of entry to the City from the north. From east to west, everything is located within a 15 minute walking distance.

The North Gateway area is home to strategic community assets such as the SOEC, PTCC, Community Centre, Okanagan Hockey School, Cleland Theatre, Curling Club and their support infrastructure. Recent investment such as Gateway Casino and Match Public Eatery has helped to increase the commercial activity on these lands, and with the increasing density of uses, the focus of the municipal lands has moved towards a community based complex with both local and regional entertainment value.

Commercial activity has seen the recent addition of the Fairfield Marriott Hotel on Eckhardt Avenue, and the Four Points Sheraton Hotel located directly adjacent to the PTCC. These new investments support the existing Hotel Penticton, Days Inn, Sandman Hotel and other tourist accommodations in the area.

Residential development and densities have slowly increased within the Plan Area, particularly along Power Street and Riverside Drive with the addition of a higher end townhome project adjacent to the highly successful Riverside Village commercial center. Development interest in this area remains high with planning underway for future projects.

Within the Plan area, large underutilized parcels of land have the opportunity to contribute positively to the future growth and development of this area. With its location surrounded by natural amenities such as Okanagan Lake, the Okanagan River Channel and its pathway, and the Penticton Golf & Country Club lands, the North Gateway to Penticton provides a unique opportunity for our community to accommodate the growth and economic activity needed to sustain our city and existing investments into the future.



What is a 15 minute neighbourhood?

The four main guiding principles of the 15-minute Neighbourhood are:

- **Proximity** - Availability of amenities for social functions accessible within 15 minutes by active transportation.
- **Density** - Optimal number of individuals who can support a diversity of amenities in a given area.
- **Diversity** - Mixed land use of residential, commercial and entertainment components, with diverse cultures and people. Provide housing options to accommodate different socioeconomic levels and enable residents to live closer to jobs or work from home.
- **Ubiquity** - Diverse amenities in all neighbourhoods that are accessible and affordable to everyone.

The planning policies and outcomes will help create Penticton's first 15 minute neighbourhood, meeting with City's Official Community Plan and Climate Action objectives.

2.2 Existing City Investments

Contained within the North Gateway area, specifically within the SOEC complex are some of the most valuable publicly funded assets that the City of Penticton owns. The reinvestment into these facilities and the surrounding area is a key goal of the Plan, ensuring that these community assets can be sustained into the future.

These Include:

- Penticton Community Centre
- Memorial Arena
- South Okanagan Events Centre & Okanagan Hockey School Training Centre
- Penticton Trade & Convention Centre
- Cleland Theatre
- Penticton Curling Club
- Bambino Field
- Recent additions to the SOEC Campus include the following:
 - Cascades Casino & Entertainment Centre
 - Match Restaurant

Around the periphery of the complex, the City has over recent years acquired land for the purpose of surface parking and future investment. Land along Highway 97 between Alberni Street and Comox Street has contributed towards parking needs in the short term. The 2019 OCP re-designated much of this area from its previous commercial designation to 'Institutional and Civic', signaling the intention for future expansion of the SOEC complex and supporting uses.

Some of these existing facilities will require change to support the long term vision, including Memorial Arena and Bambino field. Re-visioning of these spaces to support the goals and objectives of the Plan will be required into the future.



PART 3:

PROCESS & ENGAGEMENT



3.2 Community Engagement

Engagement Activities

- Parks and Recreation Advisory Committee
- Economic Prosperity & Development Services Advisory Committee
- Arts, Creative and Cultural Innovation Advisory
- Heritage & Museum Advisory Committee
- Penticton Golf & Country Club
- Travel Penticton Society
- Penticton Indian Band
- Spectra Event Management
- Downtown Penticton Association
- Penticton & Wine Country Chamber of Commerce
- School District #67
- The Ministry of Transportation & Infrastructure



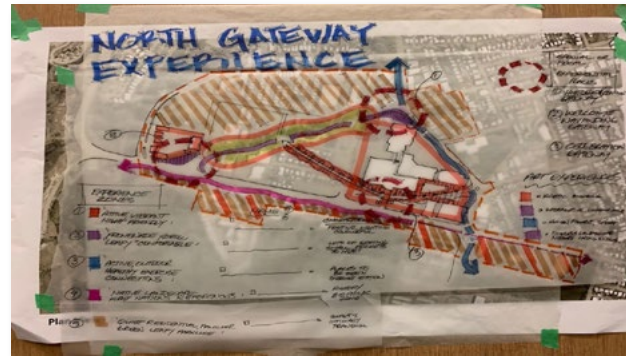
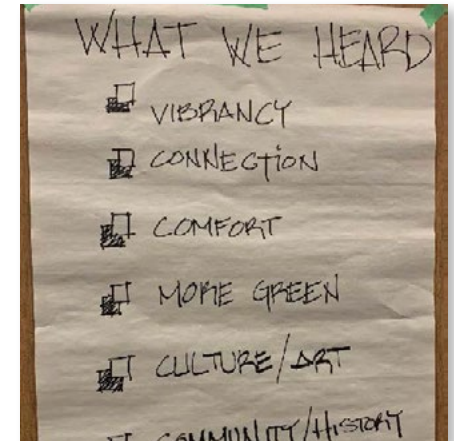
3.3 Design Charrette

Building upon the feedback received from the community throughout the first phase of engagement and the technical analysis undertaken, the North Gateway Design Charrette was held during the week of September 13 – 17, 2021.

The objectives of the Charrette included capturing the ideas and values from stakeholders early in the process and nurture these ideas into a unified direction for the North Gateway.

Approximately 45 participants involved in the charrette were made up of landowners, businesses, stakeholder organizations and residents. They were led by team of design professionals to create the illustrative and policy vision for the North Gateway, which created ten (10) big ideas coming out of the design process including:

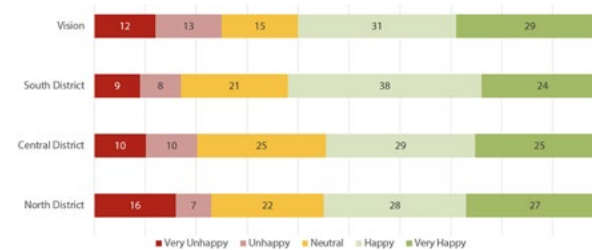
- 3 Districts
- 3 Corridors
- 3 Gateways
- 1 Festival Boulevard



3.4 Dialogue Phase

The dialogue phases of engagement with the community and stakeholder organizations were to ensure that the concepts developed met their expectations based on the earlier engagement and design processes. Feedback was received in a variety of formats including online mapping exercises, on-line workshops, surveys and one-on-one conversations.

Major themes from the feedback received included ensuring that building heights allowed for the densities envisioned, the critical need for affordable housing policy within the Plan and that the design of public spaces allows for a variety of users into the future. Further involvement with Penticton Indian Band was also highlighted by the community, including opportunities for housing, tourism and economic development partnerships.



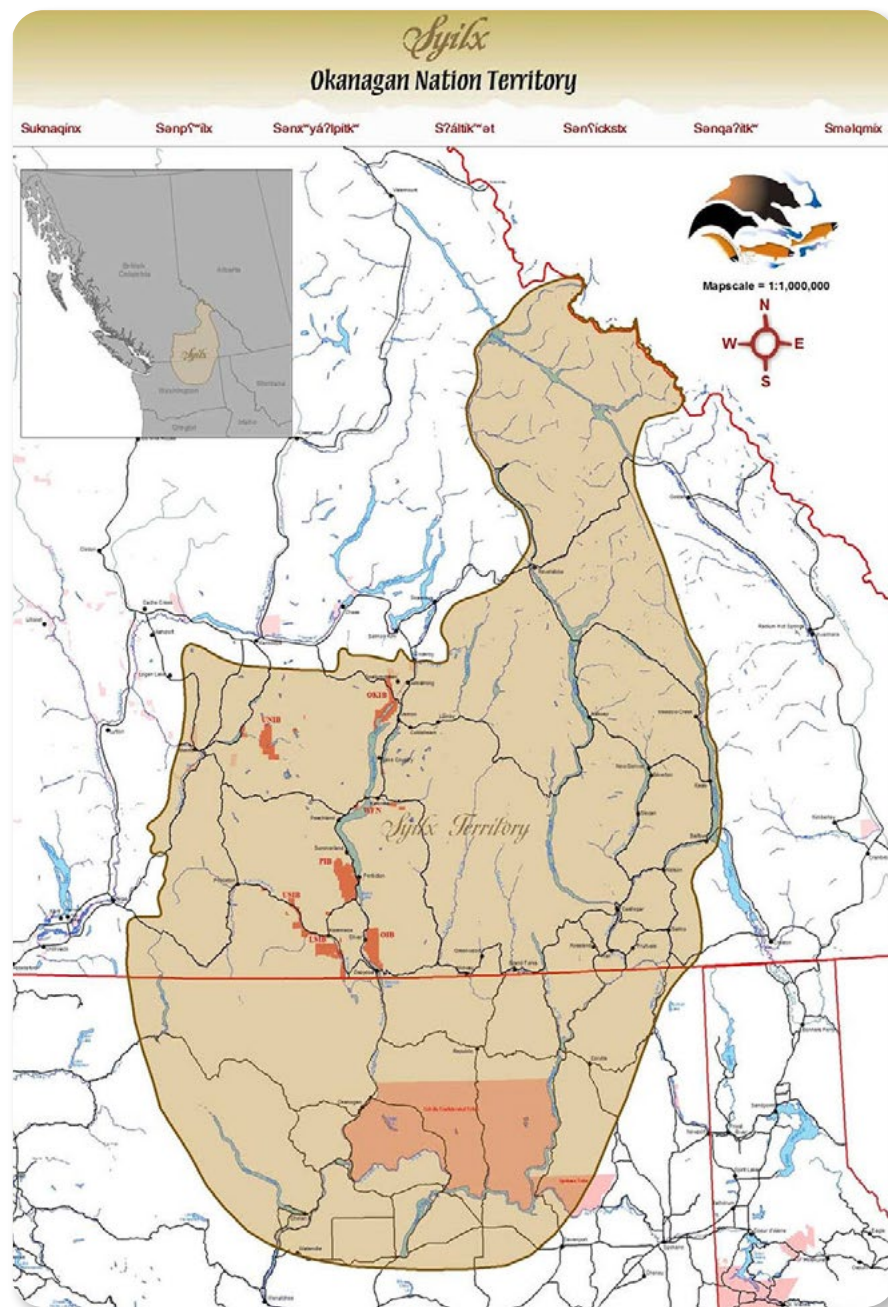
3.5 Indigenous Engagement

Engagement with the Penticton Indian Band occurred in the development of the Plan. Staff attended two PIB Major Projects Committee meetings where a number of issues were identified that have helped in the development of the Plan.

The following are the themes from the engagement. The Plan addresses these comments with the development of policy and priority projects.

- Penticton used to be a PIB village and lands are unceded
- Alignment with PIB vision for cultural centre adjacent to Sicamous
- Indigenous tourism opportunities
- Servicing considerations through the North Gateway to the west
- Sustainability for future development and infrastructure
- Opportunity for signage / artwork and entryway enhancements
- Need for affordable housing for Band members

As the planning process and implementation moves forward, more consultation is needed on an ongoing basis as the area develops. The City will work with Penticton Indian Band on these initiatives and more by continuing to engage through the PIB Major Project's Committee and Council-to-Council meetings.



3.6 Technical Analysis

Land Use & Real Estate Analysis

One of the key technical and data gathering components for the development of the North Gateway Redevelopment & Investment Strategy was a Real Estate Demand Analysis that was required to inform the land use plan for the area. Determining the right mix and diversity of housing, tourist accommodation and support commercial uses will be critical to the success of the plan.

Colliers International, who undertook the City-wide analysis as part of the development of the 2019 OCP process were retained for the North Gateway process. The work completed by Colliers helped to provide the process with an understanding of numerous factors to help inform the development of the Plan.

Mobility Analysis

Urban Systems Ltd. was retained to assess the mobility impacts resulting from the future vision for the area. Taking into account the population and density projections, infrastructure improvements proposed and mobility improvements, working with MOTI to develop mobility solutions to support the long term vision for the area.

Infrastructure Analysis

The City of Penticton completed its Integrated Infrastructure Master Plan in 2021 which aligned the existing water, storm, sanitary and transportation master plans with the OCP. It identified the projects needed to achieve the goals and policies in the OCP and provided a prioritized action plan for the next 5, 10, 20 and 25 years. The master also identified where projects were needed to address existing deficiencies or anticipated growth.

Parkland Analysis

The Parks and Recreation Master Plan (PRMP) and the OCP have established guidelines for acquisition of active parkland to improve opportunities at existing parks, provide new recreation options in the community, and to improve connectivity between parks. The PRMP and OCP goals and policies for parks and recreation range from broad topics such as providing sufficient space for parks and trails and protecting existing parkland to some detailed site-specific recommendations. The North Gateway Master Plan intends to follow these guidelines and explore opportunities either to acquire new park land and/or use undeveloped lots for mixed-recreational use.

Alignment with the OCP

The process undertaken to develop the new OCP throughout 2016-2019 identified the North Gateway as one of the City's Strategic Investment Areas.

The OCP states that, "As the OCP's Growth and Infill areas redevelop to create sustainable and complete neighbourhoods, a strategic focus will be required on key areas within the City to support implementation of the OCP. The strategic investment focus areas will provide direction for local and regional investors to ensure future development meets the direction and vision created through the OCP. Land use and economic development policies will assist in focusing development into the Downtown, Northern Gateway, Skaha Lake Road and the Industrial area, providing an emphasis on employment growth and increased residential density. Strategic infrastructure investment on the part of the City will be required to support the successful implementation of these strategic areas."

Building upon the economic activity resulting from the SOEC, PTCC and uses within the existing area, the vision highlighted in the OCP for the North Gateway Strategic Investment Area was to support our local and regional economy through increasing the availability of commercial and employment lands.

OCP Strategic Investment Areas



3.7 Alignment with other City Plans

Asset & Amenity Management Plan

Many of our civic buildings and assets are nearing the end of their service life, no longer provide the functionality needed, and the cost to keep them operational exceeds the funds we have available. Rather than simply raise taxes, throughout 2020 and 2021, the City took the opportunity to review these assets and look for opportunities to renew, repair, replace or dispose of them where it makes sense. The goal was to develop a long-term plan that was fiscally responsible, continued delivery of quality services and supported the City's goals for developing a sustainable community.

One of the key recommendations coming out of the process was related to future civic investment in the North Gateway. The recommendation to consolidate the City's ice surfaces on the SOEC complex with the construction of a new twin arena and the demolition of McLaren and Memorial Arenas is intended to support both community recreation needs and drive further economic impact to our community. As part of this recommendation, the conversion of the Memorial Arena site to parking was identified to support this future investment in the North Gateway lands.

SS Sicamous Master Plan

In 2014, the City approved the SS Sicamous Area Master Plan, which after extensive consultation provided the design direction for future improvements around the area, which is located directly north-west of the North Gateway area. The SS Sicamous Plan identifies public realm and infrastructure improvements in and around the ship yards to support revitalization of the area and connections with the Okanagan Lake Promenade and adjacent amenities. The role of the North Gateway Plan is to recognize these improvements and provide a seamless connection to the areas, in particularly along Riverside Drive where a number of improvements are warranted, including links to indigenous cultural opportunities.

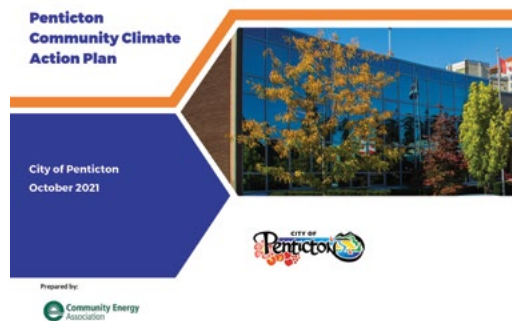
Community & Corporate Climate Action Plans

The City has updated the Community Climate Action Plan in 2020-2021 in order to reduce community-wide greenhouse gas emissions and energy use, and to consider actionable climate adaptation measures.

The Community Climate Action Plan (CCAP) provides policies and actions that provide guidance for future decision-making to help us achieve our targets. Actions include improving the energy efficiency of buildings, improving alternative transportation methods (such as bike routes), and reducing and diverting waste from landfills, to list a few. Implementation of the CCAP will occur through many of the policies and projects incorporated into the North Gateway plan.

Age-Friendly Action Plan

The City's Age Friendly Action Plan was approved by Council in April 2022 and considers issues and assets identified by residents that affect the day to day lives of older adults, and it assesses and supports the capacity of community partners to take action. The Plan recommends strategies and activities based on best practices from other jurisdictions and local opportunities for intersectoral partnership. This action plan for Penticton is the first step toward the development of a community-based strategic plan with specific tasks and timelines for community partners to integrate into their organizational strategic plans and annual work plans in the longer term. Implementation of the recommendations through the North Gateway analysis will help sustain the area for future generations.



PART 4:

VISION & GUIDING PRINCIPLES



Vision

A connected, complete sustainable destination that captures and celebrates Penticton's small city successes with:

- Natural beauty
- Housing diversity
- Sports excellence
- Events + Festivals
- Economic vitality
- Local fare

Guiding Principles

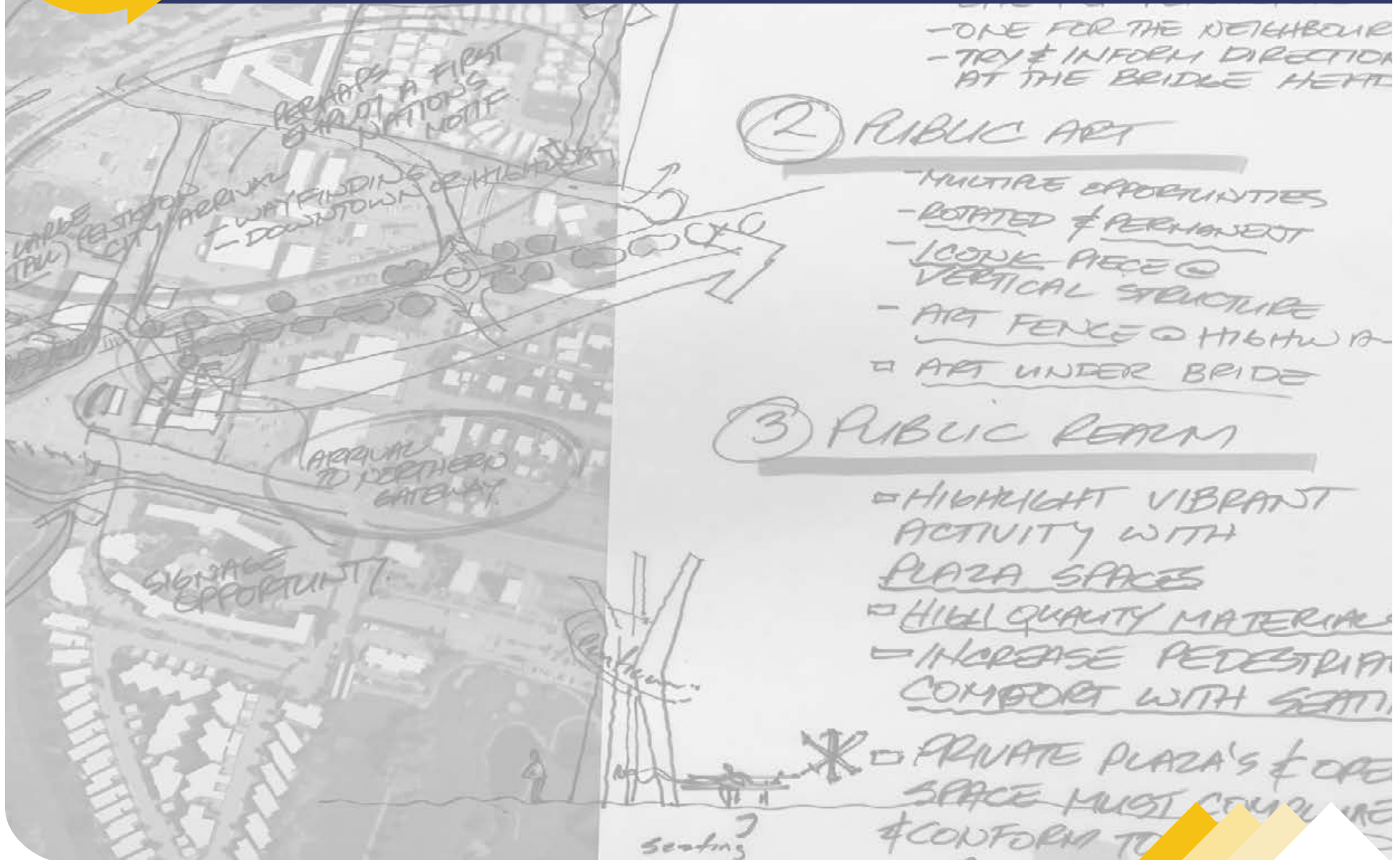
The guiding principles support the vision created by the community and provide overall guidance for the development of policies, strategies and priorities within the Plan.

1. **Engaged Community** – Everyone can engage in the decision-making process.
2. **Welcoming Community** – As the gateway to the South Okanagan and in partnership with Penticton Indian Band, we welcome you to our communities.
3. **Pedestrian First** – Prioritize a safe and accessible neighbourhood.
4. **Climate Resilient** – Reduce our reliance on vehicles through active transportation infrastructure and sustainable investment.
5. **Vibrant Economy** – Actively support business and employment growth into the future.
6. **Indigenous Recognition** – Collaborate with PIB to recognize historical and physical significance.
7. **Grey to Green** – Enhance and interconnect the existing parks, boulevards and landscaping.
8. **Diversity and Choice of Housing** – Create a rich housing mix for existing and future residents.
9. **Park Once** – Reduce the need for vehicle use by developing a walkable community.
10. **Pride of Place** – Transform the area into a safe and clean environment for all.
11. **Celebrate Our History** – Recognize the historical contribution of Penticton's sporting excellence
12. **Take Immediate Action** – Prioritize implementation projects to build momentum for public and private investment.



PART 5:

PLACEMAKING GOALS & STRATEGIES



5.1 Goals and Strategies

Urban Design Goals and Strategies provide a thoughtful approach to future development and infrastructure investment within the North Gateway. Images and illustrations provided show examples of the type of public and private infrastructure that should be included in the area as it grows and develops.

The form of development and public infrastructure policy provide clear direction to future investors, and the city as to how development will occur, but leaves flexibility for innovation to occur over the life of the plan. As the gateway to our downtown, SOEC complex and the South Okanagan, high quality design throughout this area is expected. The City's Official Community Plan sets out the Form & Character Design Guidelines for future private development in this area, however the following placemaking strategies have been developed specific to the North Gateway area.

Three distinct layers for the planning process were developed based on the desired future conditions envisioned by the community – Land Use and Density; Experience and Atmosphere; Mobility and Connections. Within each of the layers, targets have been set to ensure the long term vision for the area can be achieved and monitored over the coming years by implementation of the strategies.

Implementation of the goals and strategies will be completed in line with the City's Community Climate Action Planning objectives, include improving the energy efficiency of buildings, improving alternative transportation methods and reducing and diverting waste from landfills.

The Land Use and Density Plan, Experience and Atmosphere Plan and Mobility and Connections Plan provide the conceptual strategies for implementation of the Plan over the coming years.



Land Use & Density



Experience & Atmosphere



Mobility & Connectivity

5.2 Land Use and Density Layer

GOALS

- Ensure a range of medium to high density housing types, sizes, tenures and forms exist throughout the North Gateway to provide housing options for all ages, household types, and incomes.
- Provide affordable housing opportunities for existing and future employees to support economic growth and activity.
- Work with the Penticton Indian Band to seek opportunities for housing and tourism development partnerships.
- Allow for a mix of walkable and accessible retail / commercial uses within the area to support residents, visitors and event/convention delegates.
- Increase the supply of tourist accommodations in strategic locations to support the tourism industry and entertainment and convention expansion within the area and around the community.
- Support the addition of Civic Uses to the areas in line with the Asset and Amenity Management Planning, allowing for public access to new facilities, park land and plaza space within the North Gateway.



TOURIST
COMMERCIAL



MEDIUM DENSITY
MIXED USE



HIGH DENSITY
MIXED USE



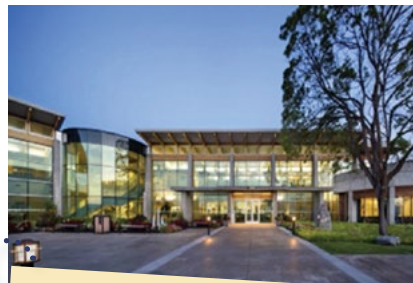
GROUND-ORIENTED
RESIDENTIAL



URBAN
RESIDENTIAL



URBAN HIGH DENSITY
RESIDENTIAL



INSTITUTIONAL &
CIVIC



RESIDENTIAL ORIENTED
LIGHT INDUSTRIAL



PARK

5.2.1 Residential Housing Supply



Target: 1750 - 2250 new units within the area

- The North Gateway neighbourhood has the capacity to accommodate a significant amount of new residential supply. With additional amenities and place making initiatives introduced into the North Gateway, the area will become more desirable to reside in through the approval of high quality and more affordable housing developments.
- Residential developments in the area will for the most part take a form of approximately 6 storeys, however taller buildings will be accommodated in strategic locations to support increasing a diverse range of residential options.
- Ground-oriented townhomes and apartment units with 2+ bedrooms will likely be the preferred housing type for residents that opt to move into the North Gateway area and should be supported in all forms of housing in the area.
- Innovative smaller unit types will also be considered for the area to support more affordable market and non-market housing options including opportunities for reduced or eliminated parking requirements.
- Townhomes with flex units / secondary suites will be supported in the area to increase the supply of smaller, more affordable units types.
- A strong focus and intensification of housing within mixed use developments along Westminister Avenue West will help in creating a key commercial and amenity strip that could facilitate walkable shopping and general livability of the area.
- Riverside Drive and the intersection of Westminister and Eckhardt Avenue offers opportunity for taller buildings to enhance this area as a strategic gateway, providing high quality building design opportunities for the entrance to Penticton.
- It is recognized that the geotechnical constraints in the area will increase the costs of construction, allowing for in some circumstances, the need for taller buildings to make development financially feasible. This will be an important consideration for all future development when considering building heights and any zoning amendments required if the area is to be financially viable for the construction of housing developments.



5.2.2 Employee Housing Supply

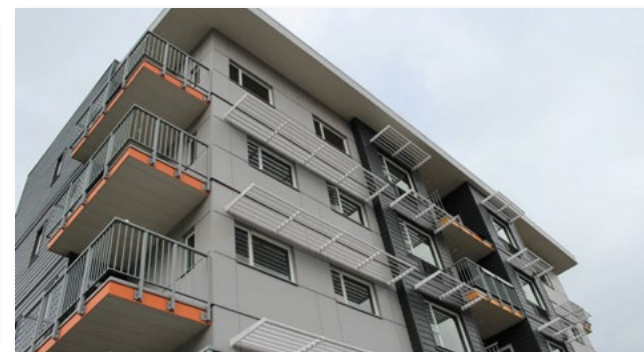


Target: 5% - 10% of all units in the North Gateway to be non-market housing developments
(5%: 88-112 / 10%: 175-225 units)

- Employee housing partnerships will need to be investigated to ensure a good mix of lower income housing is provided within the area to support the tourism, hospitality and other industries seeking employment in our community.
- The anticipated growth of convention and tourist activity, as well as the extension of events and festivals into the shoulder season, will drive employment demand up in the North Gateway. Establishing a sustainable housing solution within the area, that is close to both existing and new employment opportunities created, will help improve city-wide economic activity.
- The City will investigate increasing the supply of rental housing in the area including opportunities to use City owned land in partnership for the provision of affordable housing developments.
- Parking requirements for employee housing projects will be considered for significant reductions where cycling facilities and smaller units types are proposed.
- Support smaller suites within townhome developments, incorporating more supply to the current rental market, reducing the strain on demand and the cost of living for employees in the area
- Increasing the supply of smaller housing units (e.g. 1 bedroom, bachelor suites, micro suites) to support increasing densities and affordable housing options within the North Gateway.



- Affordable housing strategies for the North Gateway will form part of the City's wider housing strategy and look to opportunities to preserve and increase the overall supply of affordable rental housing such as:
 - Restricted Housing Programs should be looked at for employee housing opportunities.
 - The use of City owned land as leverage for affordable housing projects will be considered in strategic locations, identifying partnership opportunities to provide housing for the community.
 - Introduction of a Development Construction Cost or Community Amenity Contribution to contribute purpose-built rental units or below-market dwelling options to the community. Alternatively, cash-in-lieu could be collected for future development to be low-market housing, or for the foundation of a Resident Restricted housing program.
 - Investigating the potential for Rental Zoning (Residential Rental Tenure Zoning) as allowed for under Provincial regulations.
 - Updating the City's Density Bonus policies to require contributions from the development community to the creation of affordable housing units in return for additional residential density and building height.

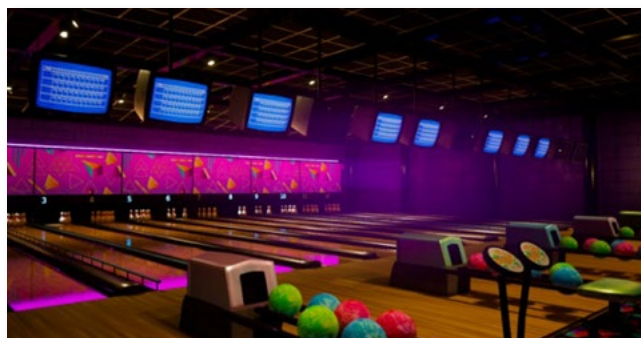


5.2.3 Tourist Accommodation



Target: Up to 350 new hotel rooms

- New tourist accommodation developments will include a range of 3-5 Star Hotel accommodations in the North Gateway.
- The needs and desires of PTCC delegates and tourists will be met through the construction of 3-5 star hotels within the North Gateway or adjacent Lakeshore area, particularly if they include additional amenities such as an attractive pool, spa, and restaurant.
- The North Gateway could potentially support up to 350 new hotel rooms over the next 10 years on top of up coming supply, without significantly impacting the performance of existing operators. This would help to ensure that conventions and conferences are choosing Penticton over other cities with equivalent or better hotel room offerings.
- While this demand could potentially be accommodated through the redevelopment of existing underutilized hotel/motel sites, the PTCC may be better served by a new attached hotel, which would involve the reconfiguration of the existing ball diamond lands and redistribution and addition of greenspace within the planning area.
- The inclusion of a new hotel directly on the PTCC campus or attached to the Casino will help to attract more conventions and conferences while also offering tourists high-quality accommodation near the lakeshore and downtown.
- Identify an appropriate location for such a development, such as directly attached to the PTCC or the Casino, and further examining whether another hotel is needed once the performance of the Four Points is monitored during key conventions and events.
- When deciding whether another hotel should be developed, the City should work with the PTCC operator to examine how the addition or more convention-oriented hotel rooms can be accommodated following the completion of the Four Points Sheraton.
- Partner with PIB in the development of tourism projects that allow for employment opportunities and acknowledgment of indigenous culture and identify in the design of buildings and spaces.



5.2.4 Support Commercial / Retail



Target: 25K– 30K of new commercial floor area

- The North Gateway presents significant opportunities to host missing commercial and light industrial uses, especially for businesses that require larger lots. These changes will attract more visitation and expenditure per person than the current car dealerships that occupy the large lots of the area.
- The trends experienced in the City's retail market over the past few years are in-line with trends becoming more common throughout the Okanagan including growing demand for experiential food and service-oriented tenants and the North Gateway should support these uses.
- Support commercial uses should be contained along the Westminster Avenue West corridor as part of future mixed use development opportunities.
- Activation of street frontages should occur with ground floor oriented commercial uses, allowing patrons to activate storefront space with patios, cafes and retail offerings. High profile corner sites should present high quality pedestrian oriented design creating active and vibrant spaces.
- Retail uses within the North Gateway that complement, rather than directly competes with, the West Downtown, Downtown Core and lakeshore areas, will provide offerings desired by both nearby residents, event attendees and PTCC delegates. This could include coffee shops, quick-service restaurant, full-service restaurant, brewery, distillery, wine bar, indoor amusement and other similar convenience and experience oriented tenants.
- Both public and private daycare facilities will be supported in the area, within larger developments and also within future civic facilities.



5.2.5 Civic / Entertainment Facilities



Target: Addition of up to two new ice surfaces and expansion of convention space

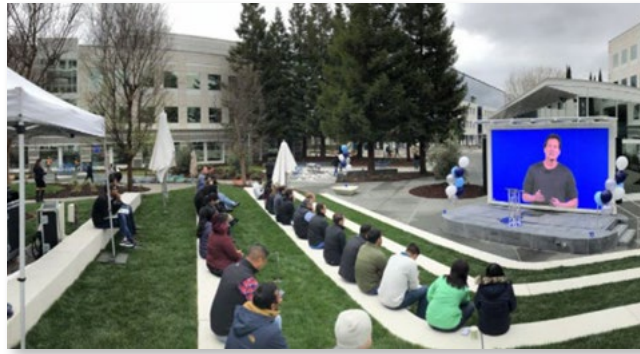
- The City's Asset and Amenity Management Plan provides the opportunity for up to two new ice surfaces adjacent to the SOEC. The arenas would provide for a more sustainable facility model for the City's recreation needs and also provide positive economic activity generated by the use of the new facilities through increased tournaments, large scale events and local and regional visitations to Penticton.
- The North Gateway will seek to accommodate up to two new ice arenas adjacent to the SOEC through the undertaking of detailed site analysis and building design.
- With the entertainment focus of the North gateway and increase in residential densities envisioned, the addition of publicly accessible gathering spaces will be required to support increased use.
- Plaza and greenspace design that falls adjacent to event or convention space should be available and accessible for the use by the public.
- The City will continue to acquire lands to the west of the SOEC complex to ensure the availability of land for facility expansion.

5.2.6 Tree Canopy



Target: Retain existing City trees and look to double the tree canopy

- Protection of City trees will be undertaken in consultation with the City's Parks Department and under the guidance of a qualified arborist.
- Tree protection measures such as covenants and appropriately setback buildings will be incorporated into the design of future City infrastructure projects and development proposals.
- Comply with the goals and guidelines set out in the proposed Urban Forest Master Plan and Tree Protection Bylaw.
- Improve the integration of trees and green infrastructure into design plans to improve long term tree health outcomes.
- Recognize climate change adaptations and include appropriate tree selection, suitability, and best management practices as development proposals arise.



5.2.7 Park Land Enhancements



Target: Support the OCP Target of meeting the standard of 2.5^{ha} of parkland per 1,000 people as the North Gateway develops

- There will be no net loss of park land within the area and the strategic realignment of existing greenspace and addition of new space to meet the needs of future developments and densities will be supported through comprehensive engagement and design processes.
- New pedestrian connections within and throughout the North Gateway should encompass green boulevards to enhance the walkable park land environment within the area, linking major facilities with surrounding amenities.
- The redesign and reorientation of the PTCC towards Westminster Avenue should be undertaken in association with the construction of new hotels adjacent to the site. Enclosed walkways through hotels to the reoriented front entrance of the PTCC is encouraged to support delegate comfort and enhancing the physical appearance of the Convention Centre.
- The City will work with partners such as SD#67 to look at relocating Bambino Field, ensuring no loss of fields for the baseball community.
- As opposed to a single use park space that exists with the baseball infrastructure, new green space will be designed to reflect the urbanization of the area, allowing for a mix of active and passive uses within the North Gateway.
- Apply the PRMP's design guidelines to the design of new and upgraded parks.



5.3 Land Use and Density Plan

- The Land Use and Density Plan provides for the conceptual land use that will be achieved by implementing of the North Gateway Redevelopment and Investment Strategy. The map provides the conceptual layout for the area, which will be refined and updated through the detailed design of infrastructure and the submission of development applications.



5.4 Experience and Atmosphere Layer

GOALS

- The North Gateway will be a year-round destination that cultivates culture, sports and entertainment providing unique and memorable experiences for future generations.
- The experience of the area will reflect indigenous cultural and identify.
- The North Gateway will honor our community's history and accomplishments through facility and public realm design, celebrating our past and honoring our future.
- Provide safe and accessible design of buildings and public spaces to ensure inclusion for all residents and visitors.
- Design and build strategic public space and road infrastructure to allow for flexible use during events and festivals.
- Support business expansion in the area to complement the event and conference facilities, ensuring activation of pedestrian spaces.



5.4.1 Pedestrian Experience

- A comfortable pedestrian experience that is designed for people instead of vehicles will activate the North Gateway, focusing on well illuminated, landscaped, spacious and continuous sidewalk connections.
- The speed at which vehicles drive through the area will be reduced through road design ensuring a safe and comfortable pedestrian environment.
- Pedestrian crossings along Westminster Avenue and Highway 97 will be provided to allow for safe access across the road.
- New buildings will connect to the street front through active facades, promoting strong pedestrian connections.
- Surface parking will be provided to the rear of buildings and pedestrian connections through larger parking lots will allow for safe access from vehicles to destinations on foot.
- Accessibility for those seeking active transportation modes will be enhanced through wider sidewalks, the addition of cycling infrastructure and multi-use paths. Curb cuts on every intersection, demarcated pedestrian crossings, and accessible pedestrian signaling will encourage increased use by all pedestrians.

5.4.2 Crime Prevention Through Environmental Design (CPTED)

- CPTED or Crime Prevention Through Environmental Design is a set of design principles that not only works to reduce crime through the layout of physical attributes of a space but also aims to increase perceived safety, activate spaces, and encourage a more inclusive public realm.
- Incorporating safety into the design elements of public spaces will attract users and encourages them to care for the area. These safety measures and the encouragement of the use of space will make public space safer and more welcoming.
- An active and vibrant space aids in establishing the natural surveillance of an area. Ensuring the physical design of space also contributes to natural surveillance is critical in design contributing to the overall safety of an area. Encouraging permeable building frontages that offer “eyes on the street” and continuous sightlines will allow for mutual surveillance between those inside and those outside, establishing mutual safety.
- Lighting that continuously illuminates an area and allows residents and visitors to clearly identify others within a reasonable distance will contribute to the continuous sightlines and natural surveillance. Adequate lighting is also a contributing element to the continuous usage of space through the evenings and winter months.



5.4.3 Governance of Space

- Aiding in the efforts of CPTED is a clear delineation in the governance of spaces, including who is responsible for upkeep and rule enforcement.
- Ensuring an area does not fall into disrepair alleviates further damage and nefarious activity. The interface between private and public space will be carefully considered through the design process to ensure conflict areas are resolved before approvals.
- As the area redevelops, in particular around the SOEC/PTCC it will be important to delineate what is a public space where liquor consumption or convention activities are programed to activate the area.
- Clearly define transitions between public and private spaces with access control methods such as vegetation barriers. Less ambiguity through maintenance and governance will help ensure visitors and users know what areas are accessible and usable for them, and ensure the overall area is cherished.



5.4.4 Usage Continuity

- Activating the neighbourhood with more continuous uses regardless of time and season will encourage more activity in the area.
- A continuous and active streetscape will encourage activity at all times of the day and support active transportation in the North Gateway. By infilling vacant or underdeveloped parcels of land in the area and requiring future development to frame the street instead of being set back from the public realm, the North Gateway will become a more attractive and inviting destination for residents and visitors.
- On street level and neighbourhood scale vibrancy will be achieved through providing a range of commercial opportunities to accommodate those of all socioeconomic demographics. Small shops, cafes, restaurants, bars, and unique experiences will enliven an area.
- Particularly for ground floor retail uses, it is essential to provide active rather than inactive storefronts and consistent frontages. Active storefronts are those that spill out onto the sidewalk, helping attract customers while also creating a more diverse streetscape. Elements such as patios, exterior store displays, permeable edges, and pet-friendly areas should be considered.



5.4.5 Accessibility

- The North Gateway will strive to be accessible, not only in a physical sense, but also in a broader social sense. With an evermore diverse and aging population, the future design and development of the area will support the imperatives of accessibility, social inclusion, and universal design.
- Through the design of buildings and public space, the accessibility requirements of the BC Building Code will be met, including the following design requirements:
 - Accessible transit
 - Automatic doors to public and private buildings
 - Scooter friendly sidewalks
 - Designated accessible parking / drop-off facilities
 - Universal design and pedestrian considerations
 - Audible walk signs
 - Inclusive recreation
 - Assistive technologies



5.4.6 Landscaping

- Landscaping should be leveraged to create an identity and character for the area, improve public spaces, and contribute to placemaking efforts. Plants and greenery provide attractive elements that make a space more welcoming and hospitable
- Landscaping should contribute to safety and public access control through its use as semi-permeable barriers and borders between areas. At the same time, vegetation should not obscure sightlines or degrade the lighting of an area.
- Well-kept landscaping contributes to the overall sense of governance, care, and ownership in an area in turn improving user experience.
- Greenery and effective landscaping has the additional benefit of reducing urban heat island effects. Pavement and concrete infrastructure tends to absorb and re-emit heat, amplifying the effects of hot weather. This negatively impacts air and water quality and general living conditions for residents. A means to mitigate this is to introduce and maintain natural landscapes as much as possible. Tree-covered areas that offer shade and a cooler area to gather for the public should be encouraged – a crucial element during the hot Penticton summers.
- Street design will include green boulevards with street trees and storm water feature such as rain gardens and will accommodate existing boulevard trees. In some instances it will be necessary to prioritize sufficient width and setbacks to maximize pedestrian use while creating ideal conditions to plant boulevard trees. The street design will also explore sustainable materials and furnishings consistent and complimentary to the area.



- Replacement of concrete surfaces with permeable surfaces will also help to reduce the negative impacts of run-off water, protecting the natural water resources adjacent to the North Gateway.
- Landscaping with indigenous plants and pollinators, introducing comprehensive plans to connect green spaces, as well as replacing non-permeable surfaces (concrete/asphalt) with permeable greenery could drastically improve the local ecosystem, contributing to sustainable and improved landscape.
- A street tree planting program will be administered through the implementation of capital projects in the area, ensuring the greening of the landscape within the area.
- Support the provision of productive landscapes within the green space designed on both public and private land in the form of roof gardens, community gardens to support local food security.
- The inclusion of green roofs and landscaped rooftop patios will be supported as part of development projects in the area.



5.4.7 Human Scale Development

- Human scale development includes ensuring buildings do not overly impose on the landscape or on the people that will be using the areas. This generally means avoiding the development of buildings that are excessively large or do not fit with the area's scale, hinder views, cast extremely large shadows, or buildings that create an intimidating environment for pedestrians due to their height and size.
- Human scale also means ensuring that there is permeability in building facades, so pedestrians are not walking along long blank walls, as well as breaking up long blocks to offer more interest, or simply avoiding long blocks altogether.
- Human scale development also reduces private vehicle prioritization and instead encourages walkability. Improvement of the pedestrian experience will contribute to the improved general use and vibrancy of an area.



5.4.8 Activating the Public Realm

- A North Gateway that is activated at all times of the day and year will be a substantially more attractive community to live, work, and play. In addition, a unique and tailored public realm will assist in creating an identifiable place that is marketable and attractive.
- Strategic locations of commercial uses in the North Gateway will act as a footfall generator drawing greater potential expenditure into the area. The North Gateway will support small businesses that characterize the neighbourhood, the area can generate a personality and identity that is more in alignment with a unique community as opposed to a drive-through area of Penticton.
- The North Gateway has numerous opportunities to improve the public realm through interventions of all sizes, scales, and costs.
- Outdoor recreation opportunities in the form of active public spaces and pedestrian/cycling infrastructure will support a healthy environment for residents and visitors.
- The design of walkways / multi-use paths and cycling infrastructure should support encouraging sporting organizations and recreation programming using these spaces for events and activities.
- Civic space, parkland and connections to the surrounding area will be considered as part of the redevelopment of the Central District lands. Partnership opportunities, park land analysis and land assembly will be incorporated into the future design and planning for the area.



5.4.9 Development Lot / Interim Use Activation

- Existing underutilized spaces in the North Gateway could be better programmed to serve as attractive amenities, helping to draw in a large number of visitors. Large surface parking lots awaiting future redevelopment for example can be a significant opportunity to create a distinct and unique place that is otherwise generally empty and used for vehicle storage.
- Surface parking and vacant development lots could be leveraged into a multi-use space, for example, for performances, art installations, cultural events, and shared dining areas for nearby restaurants and bars to promote greater social interaction.



5.4.10 Signage and Wayfinding

- A signage program will need to be developed for this area, providing directional information to the SOEC campus, and surrounding amenities, including Okanagan Lake, Downtown, Naramata Bench and other key locations within the plan area.
- The “Welcome to Penticton” sign and public art opportunities in partnership with the Penticton Indian Band, at the entrance of the North Gateway will provide an opportunity to better illustrate to those arriving in the area the opportunities within the North Gateway and City of Penticton.
- The addition of clearly designed, attractive, and articulate signage will assist visitors and residents in understanding where they are, increase awareness of the services and amenities within the North Gateway, and direct viewers to places of interest.
- Signage must be large enough to be viewed by those using different modes of transportation, but also must be attractive enough as to not detract from the urban design intent of the area.
- The City of Penticton should consider implementing distinct, eye-catching signage at several vantage points that would be visible to pedestrians in the North Gateway along with vehicles to encourage drivers to remain in the North Gateway as opposed to continuing on to other neighbourhoods such as Downtown Penticton.
- Key location for new directional signage and landscaping enhancements will include:
 - Red Wing median
 - West Bench median
 - Eckhardt / Westminster intersection
 - Alberni Street / Eckhardt Avenue
 - Comox / Westminster – Festival Boulevard
 - Westminster Avenue / Power Street
- Locations for Welcoming Signage will include:
 - Riverside Village Greenspace
 - Bridge / Golf Course
 - Alberni Street / Eckhardt Avenue



5.4.11 Celebrating our Past

- The design of future facilities and infrastructure should include the recognition of Penticton's sporting and cultural heritage.
- Public plazas and multi-use pathways can be designed to incorporate recognition elements such as interpretive signage, public art, banners, pavement details and traffic calming measures for example to showcase our community's history.
- The replacement of Memorial Arena with new ice surfaces should incorporate recognition of its value as a community war memorial from post World War II and its history attached to hockey in the Okanagan.
- Design considerations for future arenas should include opportunities for replication of the half-barrel shaped roof construction and laminated wooden arches within the new building design or retention of elements of the existing Memorial Arena and transfer of them into new facilities.
- Working with historical organizations, the recognition of our community's history will be incorporated into the design of the North Gateway.



5.5 Experience and Atmosphere Plan

- The Experience and Atmosphere Plan shows the location of future investment that will be made in wayfinding signage and public amenities that will be added to the area as it develops, including the opportunity for civic land assembly. Through the detailed land assembly, park land needs and ultimate design for the area, the conceptual plan and policies provide for future design considerations.



5.6 Mobility and Connection Layer

GOALS

- All mobility connections within the North Gateway will prioritize pedestrian and cyclists over single occupant vehicle use.
- Support high quality Bus Transit infrastructure in strategic locations to ensure its availability to move large numbers of people directly and efficiently with a low environmental impact.
- A 'park once' strategy should be considered for the North Gateway supporting a Fuel Free approach to accessing the area, events and activities.
- Provide multi-modal connections between destinations and adjacent neighbourhoods.
- Establish a street hierarchy that responds to adjacent uses and balances pedestrian, bicycle, and vehicular needs.

WALKABILITY



Walkability

- 10-15 Minute Walk
- 5-7 Minutes To Centre
- Enhancement Of Food And Beverage Retail Offerings
- Improve Pedestrian Safety and Experience
- Result is A Complete - Live, Work, Play Locally



5.6.1 Mobility Targets

- In support of the City's Community Climate Action Plan objectives and a shift towards a more active transportation focused community, public mobility infrastructure will be designed to reduce kilometres traveled by 13%. Of the 13% reduction in vehicle kilometres traveled, 44% of the reduction will be attributed to active transportation, a 28% reduction from transit, and the remaining 28% due to land use planning.

5.6.2 Reducing Vehicle Dependency

- The significant challenge to making the North Gateway a more attractive place to live, work, and play will be to reduce the presence of fast vehicle traffic, particularly on Westminster Avenue and Highway 97.
- While it is inevitable that vehicles will have to pass through the North Gateway to access and leave the City of Penticton from the west, it is critical that physical and design elements are introduced to reduce vehicle traffic and encourage drivers to stay in the North Gateway. This can include elements such as traffic circles, adding stoplights, reducing permitted speeds, eliminating unnecessary vehicle infrastructure and introducing traffic calming measures such as speed bumps, landscaping and curb extensions.
- With a wider variety of attractive uses in the North Gateway, there will be greater incentive to remain in the area, as opposed to using the roads as a thoroughfare to other parts of the city. This will in turn contribute to reducing vehicle traffic and make the North Gateway more hospitable and comfortable.
- By reducing vehicle lanes and placing greater emphasis on active transportation infrastructure, safety measures will increase pedestrian and cycling activity while also discouraging vehicles from driving dangerously. This will be implemented through the creation of dedicated and separated bike lanes, ensuring pedestrian infrastructure is continuous and comfortable for all ages and abilities, and more clearly demarcating where the various modes of transportation belong.



- Curbside parking should be considered, particularly along Westminster Avenue will help slow vehicle traffic down and encourage a more activated commercial and residential street front.
- By reducing and discouraging vehicular traffic in the North Gateway and improving the ability to access the area through active transportation, there is a significant opportunity to redevelop the substantial supply of surface parking in the area for higher-value uses, as part of a detailed planing and design process.



5.6.3 Linkages

- Introducing active transportation routes, breaking up blocks with cut-thrus, and generally providing additional linkages between key spots throughout the North Gateway will improve the experience for users that are not navigating in private vehicles.
- An improved public realm could also come from creating clear linkages throughout the North Gateway with signage to key destinations such as the Convention Centre, as well as linking the North Gateway to the adjacent lakeshore, Okanagan River Channel and Downtown.



5.6.4 Parking

- To support sustainable transportation solutions within the area, a shared parking approach will be considered as part of the introduction of new facilities and uses to the North Gateway. In recognition of the varied use times for the facilities, the lack of available land to provide large areas of surface parking, and the goal of creating a more sustainable transportation model in the area, parking reductions will be considered as new facilities occur in association with the investment in transit and active transportation solutions.
- Support for active and alternative transportation within the areas will ensure that affordable and cost efficient transportation solutions allow for attendance and visitation within the area.
- The elimination of minimum parking requirements will be considered for the area, in support for market driven parking needs. Lower parking ratios for new development will be considered where alternative transportation options are provided such as bicycle parking, proximity to transit and care share programs.
- The design of small vehicle spaces, care share programs and car pool stalls will be incorporated into site design and reduce the need for large areas of parking to be provided.
- Electrical vehicle charging infrastructure will be strategically located on public and private lands to support the City's Climate Action objectives.

5.6.5 Cycling

- Cycling is increasingly recognized as a clean, sustainable mode of transport and an essential part of an inter-modal plan for travel within the North Gateway.
- It is important to develop an infrastructure of cycling routes and facilities in line with the City's cycling network to provide more transportation options and generate more cycling trips.
- Protected cycling lanes will be included within the redesign of roads within the area.
- Increase bike end-of-trip support infrastructure will be provided at transit facilities.
- Increase the provision of bike racks and secure bike storage facilities at key destinations within the North Gateway.



5.6.6 Transit

- Design roads to ensure bus transit access is enhanced as densities increase in the area.
- In recognition of the walkability of the North Gateway, opportunities for centralized transit hubs and transit stops for drop-off and pick up within the North Gateway will be accommodated, focusing locations close to key destinations.
- Support the relocation of the regional transit stop that currently exists on the corner of Alberni Street and Eckhardt Avenue West to an alternative location within the North Gateway.



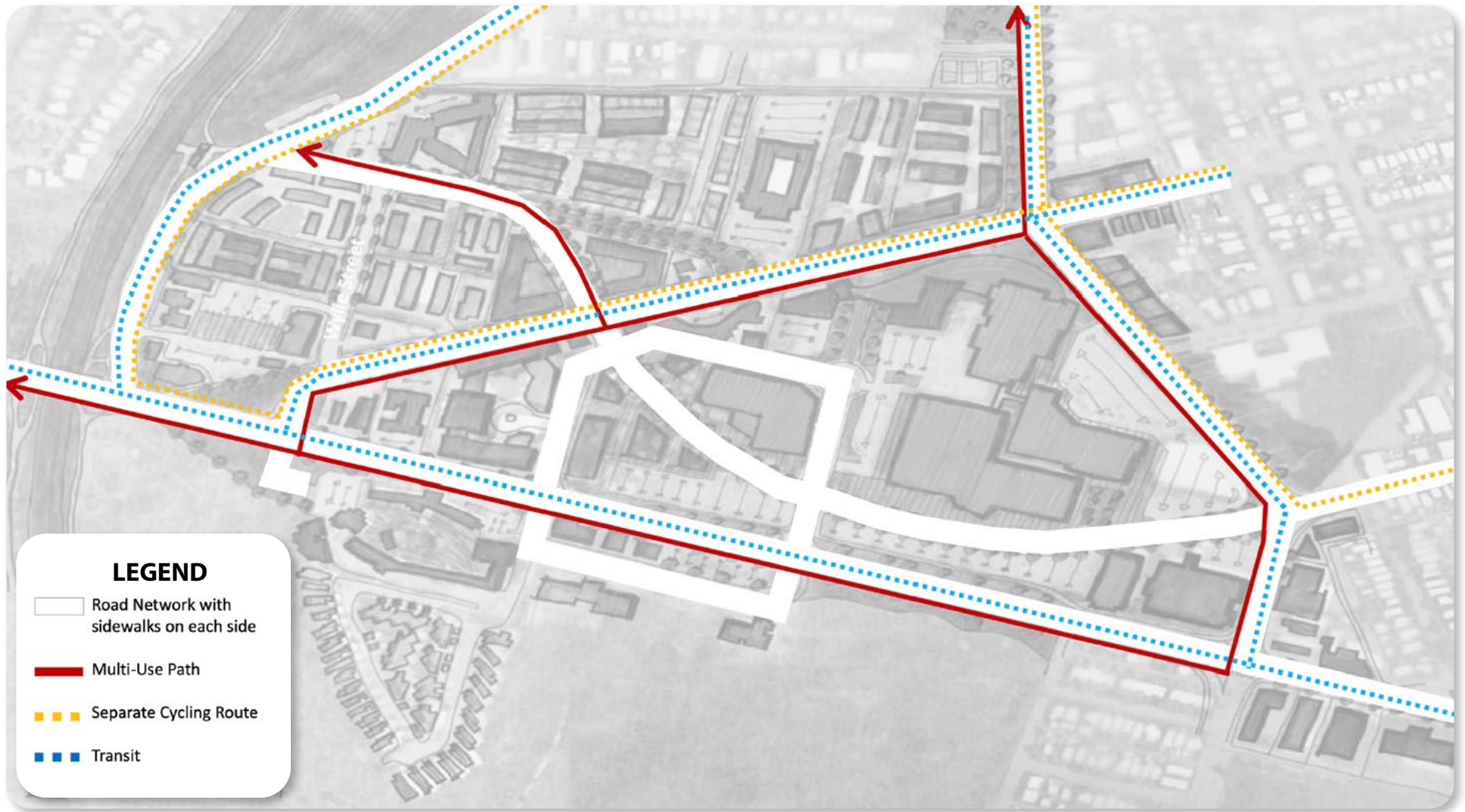
5.6.7 Good Movement / Event Transportation

- Roads should be designed to accommodate goods movement into the downtown and surrounding areas.
- Event loading infrastructure will need to be considered with the redesign of the SOEC complex Gateway and Alberni Street, ensuring that adequate space and turning areas accessing the PTCC and SOEC are retained as new development occurs for larger vehicles.



5.7 Mobility and Connections Plan

- The mobility and connections plan shows the conceptual road network and supportive transit and active transportation links that will be integrated into the design of future upgrades to the area.



PART
6:

10 BIG URBAN DESIGN CHANGES



10 Major Ideas

The North Gateway is a large area and in order to focus public realm and urban design improvements into the future. The area has been divided up into three Districts. Each District contains a range of elements and future investment opportunities that when combined will contribute to creating a connected, complete, sustainable destination.

The following provides an outline of how the Districts have come together, how each are connected through key mobility corridors and gateways, and the key attributes that are required within each District to enable successful implementation of the Plan.

Detailed design projects related to the 10 Big Urban Design Changes will be completed into the future, achieving the vision set out within the Plan, and in line with the goals and strategies of the Plan.

Through the planning and design process it was identified very early on that the North Gateway lacks connection, safe public infrastructure, and vision. The opportunity that presented itself through the planning process is that with improved connections within the areas, both existing and future land uses could be connected through a variety of improved pedestrian, cycling, parkland and roadway design solutions.

The South Okanagan Event Centre complex is already established as the economic anchor for the area. With surrounding amenities and such as Okanagan Lake, The River Channel at its doorstep, and with the Downtown being in such close proximity, the opportunity to create a special place within the North Gateway, feeding off the connection to these surrounding community assets is unique.

The cornerstone of the North Gateway Redevelopment & Investment Strategy will focus around 10 major ideas:



3 Districts

The three Districts are largely divided by the exiting transportation corridors – Westminster Avenue West and Eckhardt Avenue West (Highway 97). The lands adjacent to the corridors provide for strategic redevelopment opportunities and through partnership between the City of Penticton, Ministry of Transportation and Infrastructure, Penticton Indian Band, landowners and the development community the priorities identified in the Plan will be implemented successfully.

3 Corridors

The three mobility corridors through the North Gateway will allow for multi-modal transportation connections not only within the area, but ensuring connectivity with surrounding areas and amenities.

3 Gateways

The three Gateways within the area will help to signify and strong and welcoming entrance to Penticton and within important intersections within the area.

1 Festival Boulevard

Festival Boulevard will connect Burnaby Avenue to Power Street, linking through the centre of the North Gateway and providing for a unique mobility solution.

1. South District

Existing Conditions:

The South District is defined by its interface with Eckhardt Avenue West (Highway 97) to the north, Penticton Golf and Country Club to the south and the Okanagan River Channel to the west. Contained within the district existing hotels, a mix of commercial uses, vacant underutilized lands, low-medium density residential development and Kings Park sporting facilities.

Future Conditions:

The South District will become a walkable, attractive and mixed use area that allows for safe pedestrian access along Eckhardt Avenue West and connects Kings Park to the Okanagan River Channel through a safe and green multi-use pathway. Safe pedestrian and vehicle crossing of Eckhardt Avenue West will allow for continuity of access from residences and businesses on the south side to the Event Centre Complex and services. Improved multi-use connections from the Channel Parkway to the South District will occur in partnership with PIB and MOTI, allowing for safe and attractive travel underneath the River Channel bridge and connection to surrounding developments and amenities.



Implementation Priorities:

1. Enhance the trail underneath the bridge to allow for appropriate height, safety, illumination and beautification.
2. Creation of a separated multi-use landscaped path along the south side of Eckhardt Avenue West, connecting the Okanagan River Channel to the south side of the road.
3. Utilize the golf course frontage to provide attractive and welcoming signage and entrance features.
4. To improve the development potential of lands on the south side of Eckhardt Avenue West, the City will work with the Penticton Golf & Country Club and landowners to organize the land so that the development potential can be maximized in line with the vision for this area.
5. Rezone lands to allow for a mix of multi-family housing developments within the South District. Support commercial will be supported at ground level where appropriate, ensuring the appropriate setback and interface is provided between the multi-use path and building frontages.
6. Indigenous recognition will occur through the installation of public art and urban design features within the entrance to the area along Eckhardt Avenue West.
7. Entrance signage and design features will be incorporated into the district allowing for wayfinding signage, public art and visitor experience opportunities.
8. Within the Riverside Plaza greenspace, pedestrian access will be diverted from adjacent to the Highway to within the greenspace, allowing for improved safety, increased use of the greenspace and linkages to the surrounding pedestrian network.



2. Central District

Existing Conditions:

The Central District contains some of the most significant publicly funded assets in the City of Penticton. Focused around entertainment, conventions, recreation and culture, these facilities provide for public amenity and economic activity for the community, drawing visitors from home and abroad. Tourist accommodation and support commercial exist in the area as well as older low-medium density housing offerings. Significant land within the Central district also includes surface parking for the events complex.

Future Conditions:

The Central District will become the entertainment and indoor recreation hub of the South Okanagan. With the addition of new recreation facilities, revitalization of the convention centre, increased number of events and addition of new hotels to the area, visitations will increase, economic activity will be generated and new vibrant public space will be created in the heart of the North Gateway. Affordable living options are provided to support employee housing needs for the area and elsewhere in the City.



Implementation Priorities:

1. The addition of two new multi-purpose arenas will be added to the Events complex, adjacent to the SOEC and Memorial Arena will be replaced with surface parking.
2. The PTCC should be reoriented towards Westminster Avenue and provided with an attached hotel and civic space allowing for public access, indigenous partnership and collaboration, parkland use, while retaining the importance of loading facilities for the SOEC and PTCC.
3. New hotel and civic park land will be designed to support public access and integration within the PTCC.
4. Parking facilities will be consolidated into appropriate locations and may include the provision of a strategically located parking structure funded in partnership to support the public and private activities that take place in the Central District.
5. Partnership for affordable housing utilizing city owned land assets will be considered in close proximity to hotels and commercial businesses to support employee retention in the community.
6. Central to the design of the district will be to ensure that public spaces and streets are designed to ensure pedestrian safety, a vibrant and festive atmosphere, and celebration of Penticton's history, culture and sporting excellence.
7. Taller residential buildings will be supported in close proximity to the intersection of Westminster Avenue West and Highway 97.



3. North District

Existing Conditions:

The North District is defined by a mix of lower density housing forms, large underutilized vacant parcels, support retail and commercial uses and hotel / motel developments. Bordered by Power Street to the east, Riverside Drive to the west and Westminster Avenue to the south, the area is underserved with pedestrian infrastructure.

Future Conditions:

The North District will become a medium-high density neighbourhood supported by mixed use developments along Westminster Avenue West and existing support commercial developments that will service the surrounding area. A diverse range of residential housing types will be accommodated in the district, all contributing to adding more residential density to this area, supporting a walkable, green, sustainable, active and safe community.



Implementation Priorities:

1. Higher density residential developments will be supported along Riverside Drive, creating a focal point of development as an entrance feature for the City.
2. Active frontages along Riverside Drive and adjacent to the Riverside Village commercial development, should provide for small scale commercial where viable and residential forms that provide eyes on the street, increasing surveillance in the area.
3. Mixed use development will be supported along the Westminster Avenue West frontage, ensuring that active uses and facades allow for interest and diverse shopping and service experience.
4. Reinvestment in older hotels will be supported in the district, ensuring the addition of high quality hotel accommodation continues to provide the PTCC with walkable location for delegates.
5. Consider the potential closure of Burnaby Avenue at Westminster Avenue West, allowing for the consolidation of lands with adjacent parcels or for the addition of greenspace within the area.
6. The laneway at the north boundary of the North Gateway will be the primary vehicle access to adjacent developments and opportunities to green the lane through landscaping and permeable surfaces will improve its amenity as an east-west connection from Power Street to Riverside Drive.



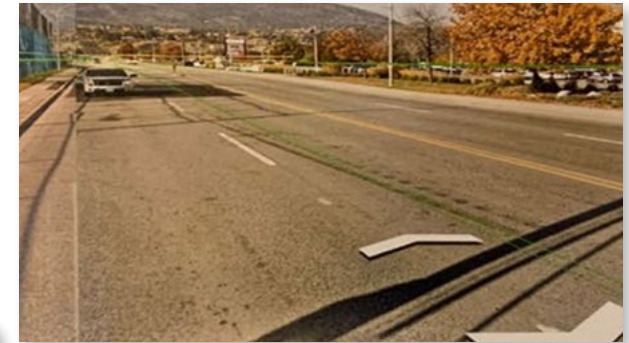
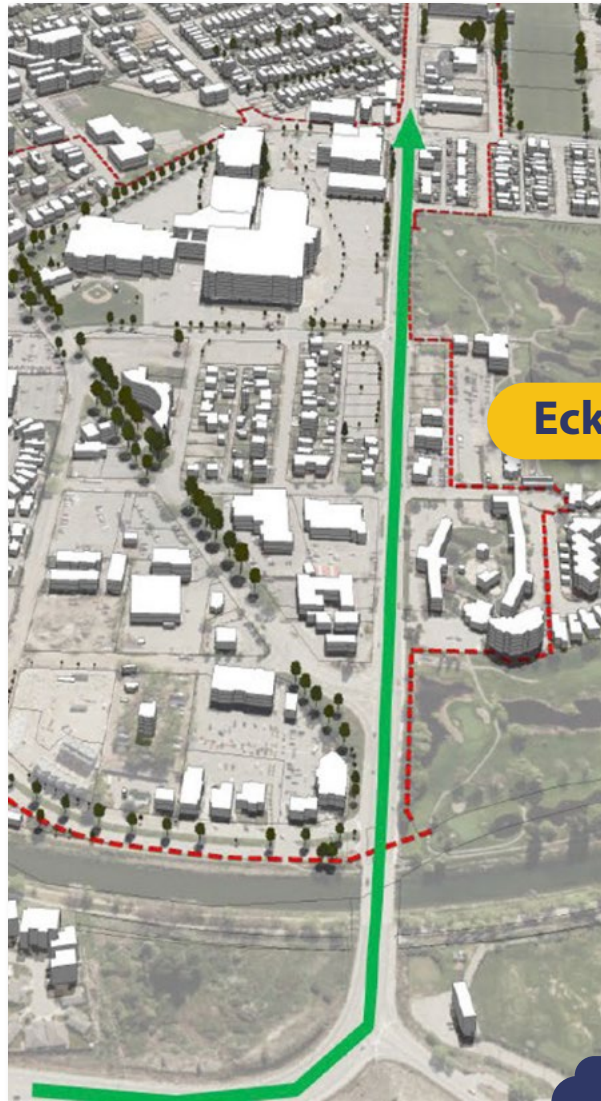
4. West Gateway Corridor

Eckhardt Avenue West (Highway 97)

Arriving into Penticton from the North is the first opportunity to experience Penticton and with enhancements to entrance signage, installation of public art and clear definition of how to access the community and its amenities, the West Gateway Corridor and its beautifully tree-lined roadway will signal arrival to Penticton.

The following design elements will be included as part of the re-visioning of "The Gateway":

- Retain two way / two lane traffic for highway functionality
- Relocate sidewalks from being located directly adjacent to the curb/road, and create a landscape buffer between the road and sidewalks.
- Create a natural pedestrian buffer with native landscaping features including raised buffer, grasses and indigenous trees along both sides of the highway.
- Creation of a wide multi-use path on south side of the highway, working with the golf course to relocate existing fencing and provide the space required for the pathway.
- Add a new pedestrian walkway to the north and south sections of the River Channel bridge, providing a buffer between vehicles and pedestrians.
- Upgrade the pedestrian underpass underneath the River Channel bridge by increasing the distance between the underside of the bridge and the pedestrian level, the addition of lighting and public art opportunities.
- Improve the vehicle and pedestrian crossing opportunities from the north side to the south side of the highway. Key intersections for improvements will include Westminster Avenue, Comox Street and Alberni Avenue, allowing for safe access to the south side of the highway and the lowering of vehicle speed through the North Gateway.



Eckhardt Ave. W (Hwy 97) Corridor



5. Grand Boulevard

Westminster Avenue West

As you access the Grand Boulevard from the Highway, entering the heart of the North Gateway for events and activities and connecting directly into the downtown, the first experience will be one of a beautiful streetscape with mature trees, wide pedestrian thoroughfares and pedestrian and cyclists sharing the boulevard.

The following design elements will be included as part of the re-visioning of the “Grand Boulevard”:

- Reductions in the width of vehicle travel lanes to one in each direction, but allowing for the appropriate turning movements at intersections.
- Retention of existing boulevard trees through the detailed design process will need to be incorporated into the future streetscape.
- Consider the creation of a wide multi-use path on the south of the boulevard will provide ample space for pedestrians and cyclists.
- The design should take into account how the section between the Highway and Power Street links up with the section between Power Street and the downtown core, allowing for design consistency and ease of connection for pedestrians and cyclists.
- On-street parking should be considered through the design process, in particular along the north side where support commercial frontages are envisioned.
- Pedestrian crossings at all intersections should be provided allowing for safe pedestrian access across the street.
- Comox Street / Festival Boulevard intersection should be assessed for an intersection upgrade to support safe pedestrian, cycling and vehicle movements.
- Raingardens and other sustainable design elements should be included in the boulevard design to support storm water retention.



Westminster Avenue W. Corridor



6. Power Greenway

Power Street

The eastern most north-south corridor makes up an important connection from Wade Avenue to Okanagan Lake. The creation of a healthy pedestrian experience will be enhanced with wide pedestrian infrastructure, landscaped boulevards and continuous connections from the PTCC to Okanagan Lake.

The following design elements will be included as part of the re-visioning of the “Power Greenway”:

- A wide multi-use greenway on west side of Power Street will provide access along the street from the highway to Lakawanna Park and Okanagan Lake.
- Landscaping of the boulevard will include works within the City right of way and within private property.



Power Street Corridor



7. West Gateway

The Eckhardt Avenue and Westminster Avenue Gateway will provide for an attractive and welcoming entrance to the North Gateway and City of Penticton.

Design elements will include:

- Indigenous recognition as the gateway to the South Okanagan
- Design and relocation of the City of Penticton Welcoming Signage feature
- Installation of Public Art at the entry point.
- Wayfinding / Directional Signage and sidewalk upgrades within the North City Entrance Boulevard
- Landscape design and construction of trees and landscaping within existing concrete medians and boulevards, beginning around the existing Red Wing development and continuing through in front of the events complex where space allows.



8. Downtown Gateway

The Power Street and Westminster Avenue Gateway will provide for a green and enhanced frontage on all four corners, focusing on the revitalization of the PTCC entrance façade, new mixed use developments with active frontages and green street infrastructure.

Design elements will include:

- Reorientation of the PTCC façade to Westminster and Power intersection, in concert with attached civic and hotel developments and surrounding greenspace.
- Partner with the Penticton Indian Band on tourism opportunities that support the PTCC and additional hotel development, indigenous recognition, employment and economic benefit.
- This gateway will support driving pedestrian, cycling and vehicle traffic into the downtown core through consistent design and wayfinding themes.
- Incorporate a safe and secure walkway that provides for a direct connection from adjacent hotels to the PTCC.



9. Event Gateway

The SOEC Complex Gateway along Eckhardt Avenue will provide for a grand and functional entrance to the events complex ensuring a mix of delivery / larger event vehicles can access the facility loading bays and provide safe access from the north side of the highway to the south side.

Design elements will include:

- Eliminate the historical Queens park entrance in front of the SOEC and repurpose the driveway lands.
- Upgrade the Alberni Street and Eckhardt Avenue intersection with traffic solutions allowing for left and right hand turning maneuvers – supporting safe access and egress to the golf course and development on the south side of Eckhardt Avenue.
- Safe pedestrian crossings will be incorporated in the intersection design.
- Ensure that the redesign allows for large truck maneuvers to support the loading / unloads required for the SOEC and PTCC.



10. Festival Boulevard

Festival Boulevard will connect Burnaby Avenue to Power Street, linking through the centre of the North Gateway and providing for a unique mobility solution.

The detailed design of the Festival Boulevard concept will be undertaken as part of the transportation feasibility and network analysis, considering the following design elements:

- This street will be a model of shared space, low-speed limits and traffic calming.
- The road will become a wide social space where pedestrians are encouraged to make use of the entire roadway, move freely from one point to another and participate in recreational activities.
- The boulevard will be lined with street trees and planter boxes.
- Light standards will create a safe and inviting space throughout the evening and winter months and will allow for banner installation recognizing the history attached to the construction and use of Memorial Arena.
- Single lane traffic flow will be provided in each direction.
- Multiple formal pedestrian crossings.
- Road surface treatments that ensure slow vehicle movement.
- Flexible design elements to allow for closures during events and festivals.
- Design elements will be incorporated referencing the history of Memorial Arena through sporting recognition and World War memorialization.
- An option to consider the use of the existing road network to create the 'Festival Boulevard' concept may also be warranted through the transportation analysis, with attention being paid to improving the intersection of Comox and Westminster.



PART
7:

IMPLEMENTATION PRIORITIES



7.1 Transportation Analysis

The first major implementation priority of the North Gateway Redevelopment and Investment Strategy is to complete a review and technical analysis of the vision and concepts. This process will allow for the feasibility analysis, financial strategy and implementation projects timeline to be developed. This will be a critical priority to implementation of the community's vision for the North Gateway.

Transportation Analysis

Working with MOTI, the City will undertake a detailed transportation analysis looking at how the North Gateway vision can be realized. The objectives of the analysis will be to:

- Review work completed to date as part of previous City of Penticton traffic analyses and available MOTI designs, plans and available traffic counts and collision history data. This includes level of service, corridor mobility, traffic control devices and intersection operations.
- Develop and recommend a short to long-term integrated transportation infrastructure improvement strategy for the Highway 97 section between Burnaby Avenue and Power Street and the interfacing road network within the Northern Gateway area, inclusive of an access strategy, intersection upgrades, access modifications, municipal road requirements, active transportation connections and highway crossings, transit and intermodal connections and goods movement considerations
- Investigate and identify feasible options for the study area at a conceptual level and evaluate the potential benefits, drawbacks and considerations for the options identified in the City of Penticton's proposed Northern Gateway road network, envisioned in the design charrette process.
- Identify planning-level cost estimates (Class D), timing, staging, justification, responsibilities and cost recovery opportunities (e.g. DCC's, reserves, grants, etc.) to support the long-term vision for the Northern Gateway area.
- Recommend a "preferred" solution for the Highway 97 corridor study area that can proceed into future design and engineering investigations.



The following design concepts will be assessed as part of the Transportation Analysis

Hwy Median

- Landscaping north of Penticton (Red Wing vicinity) and along Hwy 97 where median width allows

Hwy Bridge

- Pedestrian walkway addition on south side / Channel underpass improvements / public art – entrance feature

Hwy & Riverside Drive access

- Closure required as part of previous development proposal on Ogoopogo Motel site, and this will need to be reviewed as part of the wider transportation needs.

Highway & Westminister

- Medians / Public art / Landscaping opportunities

Alberni Street / Westminister Avenue

- North bound Alberni section closed

Burnaby Avenue / Westminister Avenue Intersection

- East bound intersection closed

Westminister Avenue

- 1 lane / central turning lane / wider boulevards / design considerations needed

Hwy – Westminister / Comox / Alberni:

- Vehicle access to south side of Westminister / Hwy 97 intersection
- Vehicle Access to south side of Hwy at Alberni Street – as part of larger concept for access improvements on the south side
- Right in/out only for remaining intersections at Comox or full closures

Festival Boulevard:

- A shared vehicle / cycling / pedestrian street design connecting Wade Avenue to Comox Avenue

Existing 'Queens Park' entrance

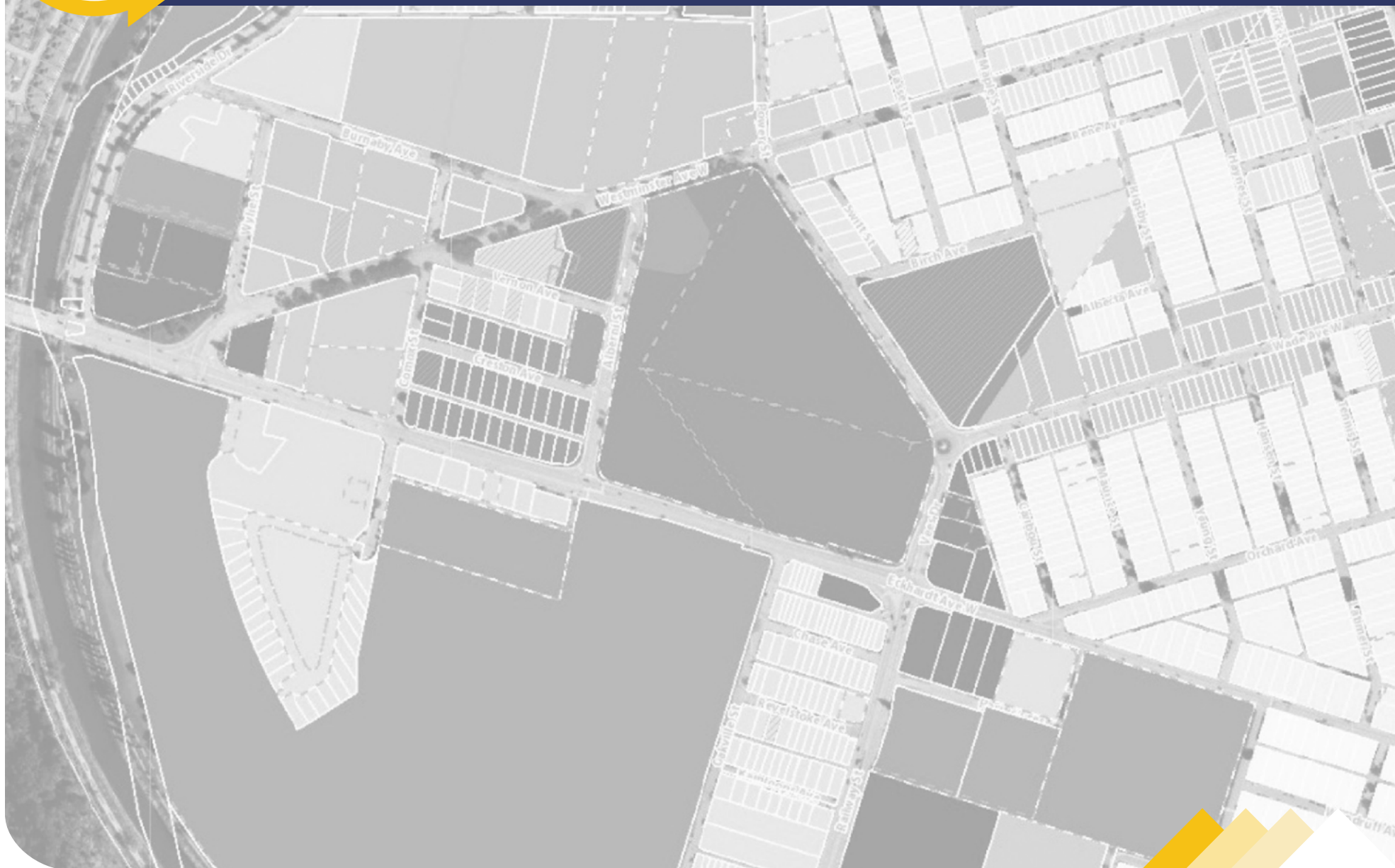
- Elimination of access point and reconfiguration of driveway

Alternative Transportation Enhancements

- Transit / Cycling / Pedestrian movements: Mobility Action Plan & impact on road networks / hwy

**PART
8:**

ACTION & INVESTMENT PLAN



8.1 Action & Investment Plan

At the completion of the Transportation network, costing and feasibility analysis, the following implementation items will take place to allow for the implementation of the Plan.

The following items will be important for implementation over the coming years:

- Official Community Plan Amendments
- Employee Housing Strategy
- PTCC Hotel Strategy and Tourism Partnership with Penticton Indian Band
- Development Cost Charge Bylaw Amendments
- Wayfinding Signage Plan, Design and Installation
- Welcome to Penticton Signage Planning, Design and Construction
- Capital Plan Amendment to include North Gateway Priority Projects
- Civic Use/Park Land Assessment

| Investment Ready Action | Undertaking |
|---|---|
| Official Community Plan Amendments | The City will work with landowners to amend the OCP Future Land Use Designation for parcels that require amendment following approval of the Plan. The OCP Amendments will be prepared as a larger amendment that encompasses a number of parcels to support implementation of the Plan. |
| Employee Housing Strategy | The Employee Housing Needs Assessment will provide a detailed framework for the eventual development of new employee focused housing projects in the North Gateway. The identification of specific needs, a range of housing types, suitable locations and affordable housing strategies and policies will be an outcome of this process. |
| PTCC Hotel Strategy and Tourism Partnership with Penticton Indian Band | Work with the Penticton Indian Band, Spectra Event Management and the Hotel Industry on opportunities to enhance the PTCC with an attached hotel. Community engagement will occur as this priority moves forward including an assessment of the park land needs of the North Gateway. |
| Development Cost Charge Bylaw Amendments | Include capital projects within the City's DCC Bylaw, allowing for new development in the community to help fund implementation of growth related priority projects. |
| Wayfinding Signage Plan, Design and Installation | Develop and wayfinding strategy for the North Gateway, including the design and installation of new directional signage within and throughout the area. |
| Welcome to Penticton Signage Planning, Design and Construction | Upgrade existing entry / welcome signage at key locations within the North Gateway. Design and location of new Welcome signage / infrastructure will support the Wayfinding and Signage strategy. |
| Capital Plan Amendment to include North Gateway Priority Projects | Implementation projects coming out of the Transportation Analysis will be included in the City's 10 Year Capital Plan. Partnership with the Ministry of Transportation and Infrastructure, Penticton Indian Band and the development community will allow for funding contributions towards these projects as implementation is required. |
| Civic Use/Park Land Assessment | Review future park disposition and acquisition in the area to support resident and visitor's active and passive park needs. Retention of existing trees and exploring financial and spatial opportunities to support the growth of Penticton's urban forest and achieve a doubling of the North Gateway tree canopy will be required to meet the goals and guidelines of the proposed Urban Forest Master Plan and Tree Protection Bylaw. |



Go to **PENTICTON.CA** for more information.