



Committee of the Whole

penticton.ca

Committee of the Whole
to be held at
City of Penticton, Council Chambers
171 Main Street, Penticton, B.C.

Tuesday, October 2, 2018
Recessed from the Regular Council Meeting at 1:00 p.m.

1. **Call Committee of the Whole to Order**
2. **Adoption of Agenda**
3. **Delegations and Community Recognition**
 - 3.1 Proclamation – World Mental Health Day
Light Up Purple for October 10, 2018
Karen Mulligan 1-2
 - 3.2 Official Community Plan Engagement and Process Update
Ben Johnson, Special Projects Manager & JoAnne Kleb, Engagement Strategist 3-39
 - 3.3 Economic Development - Q3 Update 40-46
Jen Vincent, Economic Development
Larissa Russell, Henna Hut
Christina Roloff, Balance Vegetarian Shop and Teahouse
Eric Corneau, Okanagan College
4. **Adjourn to Regular Meeting of Council**

Proclamation

penticton.ca

World Mental Health Day October 10, 2018

WHEREAS World Mental Health Day is an education and awareness campaign designed to encourage people to talk, reflect and engage with others on the importance of mental health and the reality of mental illness; and

WHEREAS nearly 1 in 5 Canadians will suffer a mental disorder in their lives, the remaining four Canadians will be affected by a mental illness through a family member, friend or co-worker; and

WHEREAS mental illness such as anxiety disorders, major depressive disorder, bipolar disorder and schizophrenia are leading causes of poor work performance, family disruptions even suicide, and contribute greatly to the global burden of disease; and

WHEREAS mental health literacy and education are vital in the prevention, recognition, response and early treatment of mental illness in order to reduce the severity and support the recovery; and

WHEREAS the World Federation for Mental Health urges increased effort and action intended to improve mental health services and ready access to services by those experiencing serious mental health problems and disorders.

NOW THEREFORE I, Andrew Jakubeit, Mayor of the City of Penticton, **DO HEREBY PROCLAIM** October 10, 2018 as **World Mental Health Day** in the City of Penticton.

A handwritten signature in black ink, appearing to read "Andrew Jakubeit".

Mayor Andrew Jakubeit



AMANDA TODD LEGACY
'THE DREAM OF HELPING KIDS'

amandatodddlegacy.org | info@amandatodddlegacy.org

To Whom It May Concern;

Re: Light Up Purple for October 10, 2018

We invite you to join us for our #LightUpPurple campaign in support of World Mental Health Day held annually on October 10th. Light Up Purple is supported by the World Federation for Mental Health, whose 2018 theme is "*Young People and Mental Health in a Changing World*".

We are pleased to have seen increased involvement with this event over the past five years, and the awareness it is bringing to mental health and wellness around the world. Buildings, landmarks and bridges across Canada, the USA and Internationally have been illuminating for 'Light Up Purple'. We hope to see all our previous supporters, along with new ones, **light up purple on October 10th, proclaim and build awareness for World Mental Health Day, and even wear or do something purple themed.** Please visit our event website to view past supporters and discover other ways to get involved to show support on October 10, 2018.

The Amanda Todd Legacy is a non-profit society that focuses on awareness and the well-being of individuals with respect to prevention and awareness relating to bullying, cyber abuse and internet safety as well as resources and education that encourage mental wellness and healthy living.

Standing together as one we can make a difference for everyone. By educating and empowering children and adults, we advocate for change to avoid more casualties. We, as caring communities of parents, youth, families, friends, classmates, co-workers and neighbors, must stand together and #MakeTodayPositive. Together we can show the entire world by lighting up purple that we say NO to bullying and the stigma of mental illness.

Please join us this year and help to make a #GlobalDifference in the awareness surrounding mental health this October 10th. If you should have any questions, please email me directly at carol@amandatodddlegacy.org.

Thank you in advance for your consideration.

Carol Todd - Founder
Amanda Todd Legacy Society
www.amandatodddlegacy.org
#MentalHealthMatters

Penticton's Official Community Plan



ARE WE THERE YET?

Thoughtful planning and extensive consultation has driven us to our next step in OCP engagement. We've arrived at our Draft Polices and Land Use Plan that will guide future development and change in our City.

City Council approved the creation of an OCP Task Force.

Group of citizen volunteers who share ideas and advise staff and Council on engagement, process and technical issues.

Community Outreach

Created our guiding principles and reached out to the community about what they loved about Penticton.

Research and Best Practise Review

- Commercial and Industrial Land Use Capacity Study
- Population Projections and Housing Needs Review

Community Dialogue

- Shared ideas to guide draft goals and policies
- ExpOCP added over 800 voices and 1200 comments for consideration

Community Visioning

- Created an OCP Vision, refined the process and shared big ideas
- Open houses, pop-up events and PenTalkton

WE ARE HERE

Community Review and Confirmation

- Drafted with over 2,200 community interactions
- Goals and Policies
- Future Land Use Plan
- Creation of Development Permit Area Guidelines through multi-day charrette

Next Steps

OCP Document for Council Consideration

Our Official Community Plan includes goals and policies to:



GUIDE SHORT AND LONG-TERM PLANNING AND LAND USE MANAGEMENT



BALANCE MULTIPLE OBJECTIVES AND ACHIEVE A GROWTH STRATEGY



CREATE A HOLISTIC VISION FOR PENTICTON

We've listened and we've drafted policies and a plan. Do you think we're travelling down the right road?



shapeyourcitypenticton.ca

Penticton's Official Community Plan



A Glance at our Growth Projections

1996 – 2006

Low Growth



2006 – 2016

0.48% per year growth rate
(Higher than the regional rate.
Provincial growth rate was 1.14%)

0.48%
per year

2016 – 2046

Projected 0.46% growth rate.
New growth represents positive migration
numbers to offset negative natural growth
(more deaths than births)

0.46%
growth

By the Numbers

250

new Pentictonites
each year

33,760

population in
2016

41,900

population by
2046

7,500

new people
by 2046

4,450

new households
by 2046

HOW DO WE COMPARE?

MEDIAN AGE IN PENTICTON – 52
MEDIAN AGE PROVINCIAL AVERAGE – 43

Demographic analysis suggests that Penticton's older cohorts are likely to become a larger percentage of our population.

**Working
Age**



NOW 59% of population
2046 52% of population

65+



NOW 29% of population
2046 38% of population

This analysis does not account for larger-scale economic and social factors which could increase migration to the region. Proactive efforts to support and grow both existing and new businesses could attract workers and families to Penticton.

The growing vision of Penticton as a place to live, work and play may impact these demographic projections.

Penticton's Official Community Plan



What We Need to Grow

Our projected growth and demographics have a big impact on the need for:

Housing Growth Needs

A 2018 Housing Needs Assessment report indicated that each year Penticton needs:

- 110 new owned units per year
- 40 new rental units per year

43% of Penticton's current housing is single-detached houses. This proportion is decreasing. **Why?**

Increased housing costs

Needs of an aging population

Limited options for new single-detached housing development

Increased preference for more urban living closer to the downtown and other amenities

What is needed now?

HOUSING NEEDS BY TYPE: 2016-2046

Current Growth



The growing vision of Penticton as a place to live, work and play may impact these demographic projections.

Penticton's Official Community Plan



What We Need to Grow

Our projected growth and demographics have a big impact on the need for:

Industrial Growth Needs

The industrial sector is a vibrant and fundamental part of the Penticton economy, providing stable, well-paid employment and important services to the region.

Currently **280** acres of industrial land with a need for 60 more acres by 2046.

Growth is anticipated in the agricultural, food processing, bioproducts and cannabis production industrial sectors.

Options to satisfy this need include:

Conversion from aggregate extraction (gravel) to more industrial uses

Intensify existing industrial developments

Land outside of the city, for example on Penticton Indian Band lands or elsewhere in the region, e.g., Okanagan Falls

Commercial Growth Needs

	Today	2046 Needs
Retail Floorspace	2.5 million sq/ft	3.7 million sq/ft

Greatest growth sectors being grocery, food and beverage, and service commercial.

Retail Floorspace	Current
Service Commercial	58,000 sq/ft
Food & Beverage	265,000 sq/ft
General Merchandise	215,000 sq/ft

- **38%** is in the southern end of town (Shopping Centre and Big Box Stores)
- **25%** Downtown (Higher 12% vacancy rate vs. 5.4% overall in Penticton)

Office Space: **Current** – 773,000 sq/ft
2046 – additional 147,000 sq/ft needed

Limited new construction of office space as currently 7.5% is vacant. Any newly created offices need to be high-quality and attractive to particular users, like the growing technology sector, and ideally close to amenities and Downtown.

The growing vision of Penticton as a place to live, work and play may impact these demographic projections.

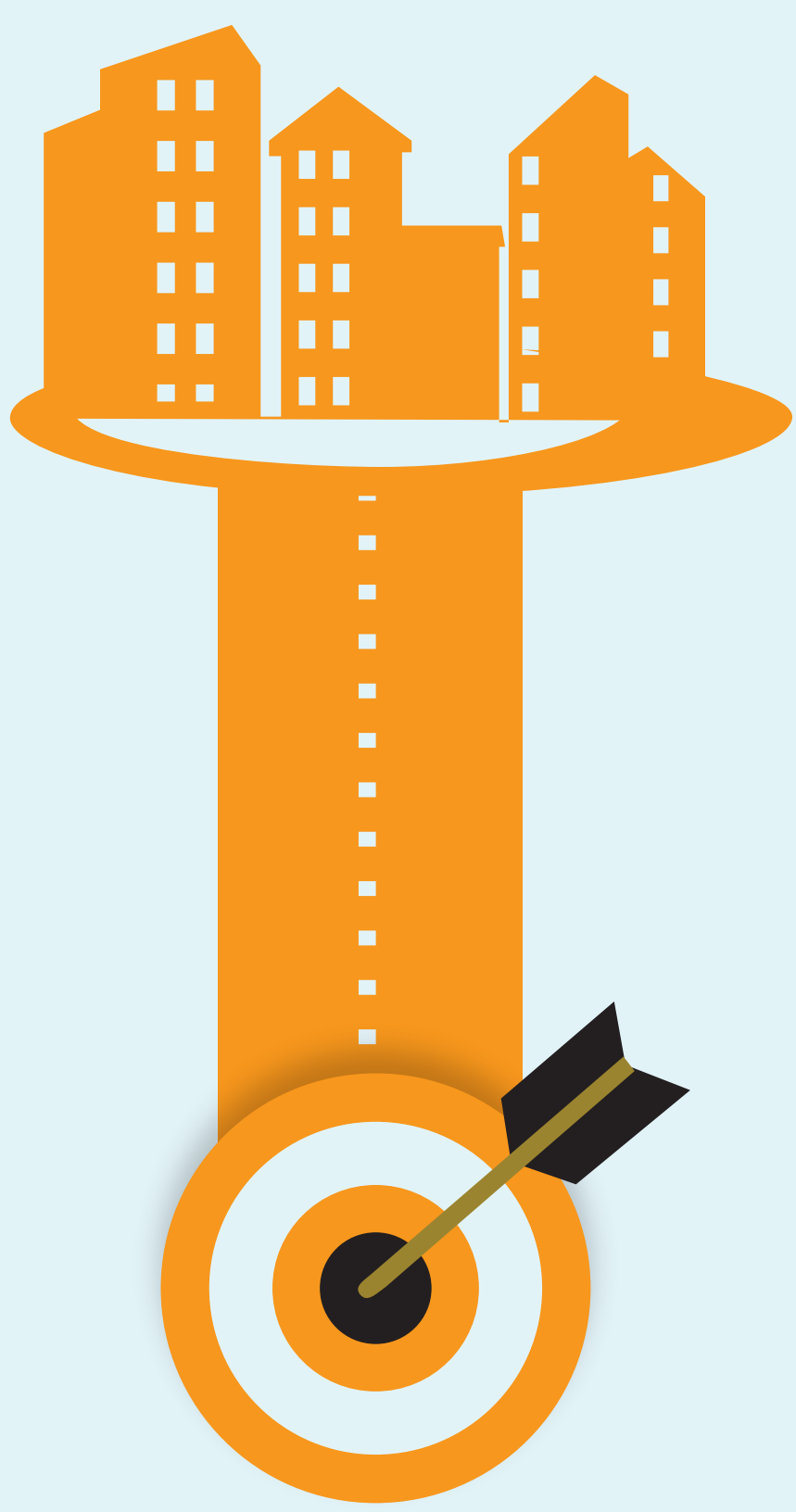
Penticton's Official Community Plan



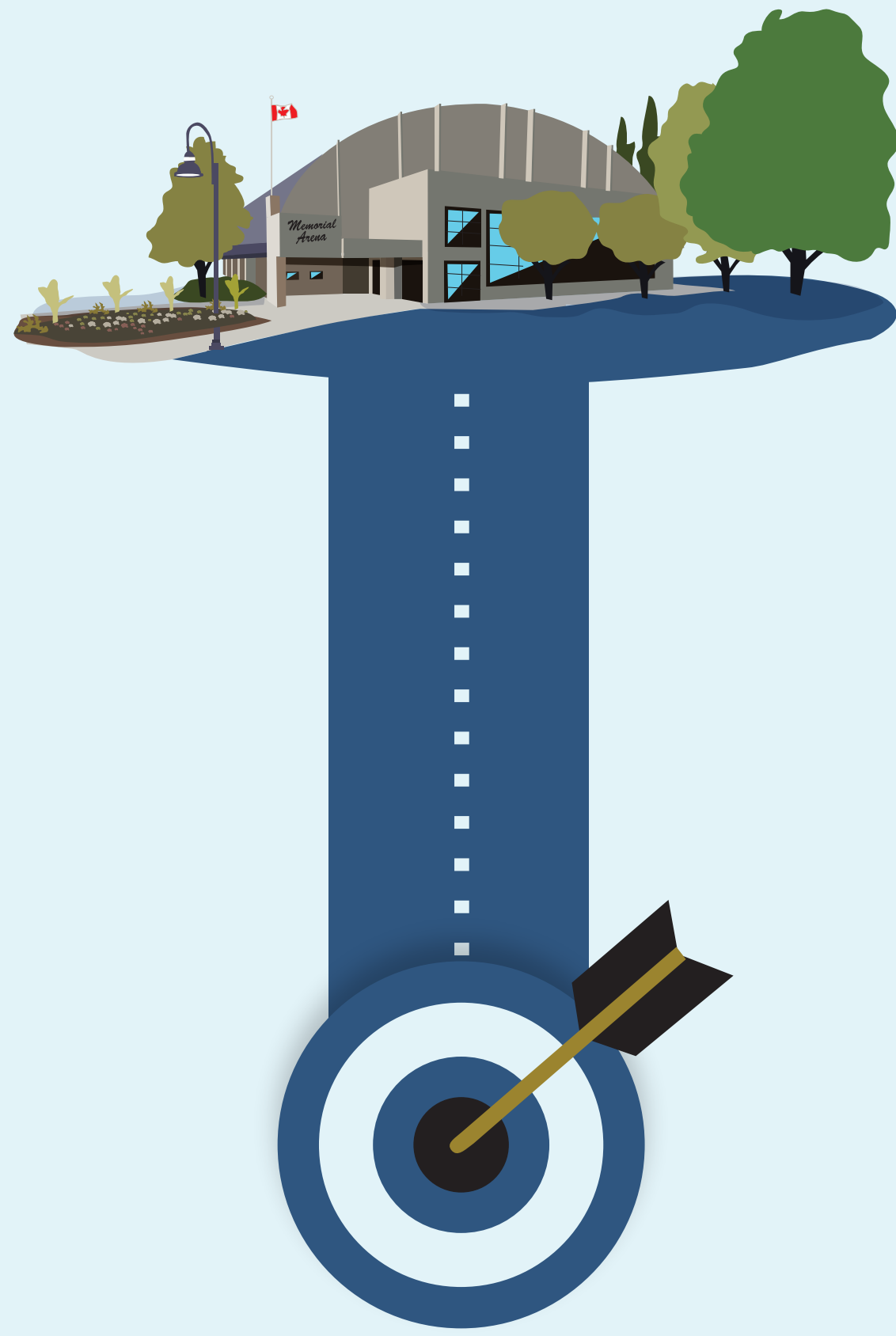
Penticton's Growth Plan

STRATEGIC AND SENSITIVE USE OF OUR LIMITED LAND BASE

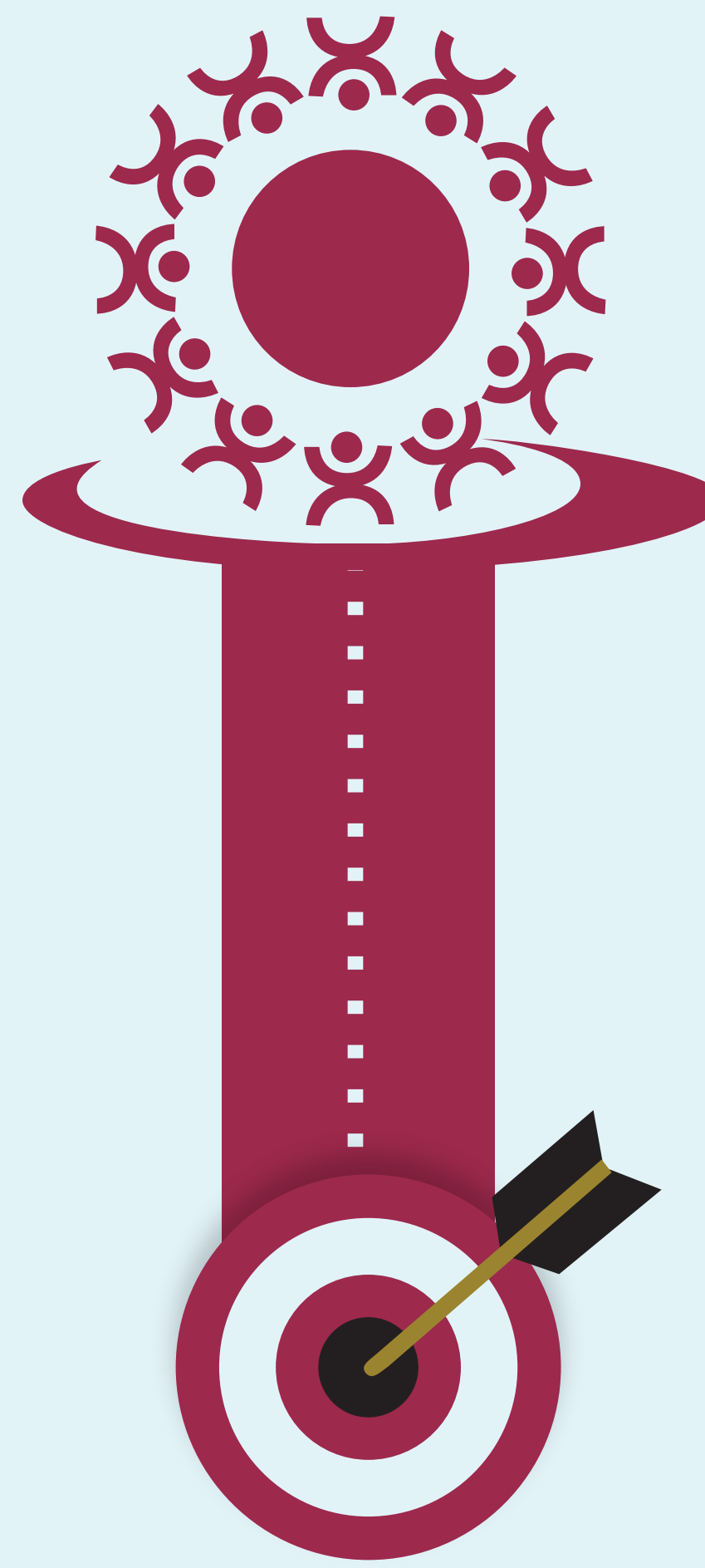
"We recognize we must make the most efficient use of the land that we have available and also protect the natural environment that many of our residents value."



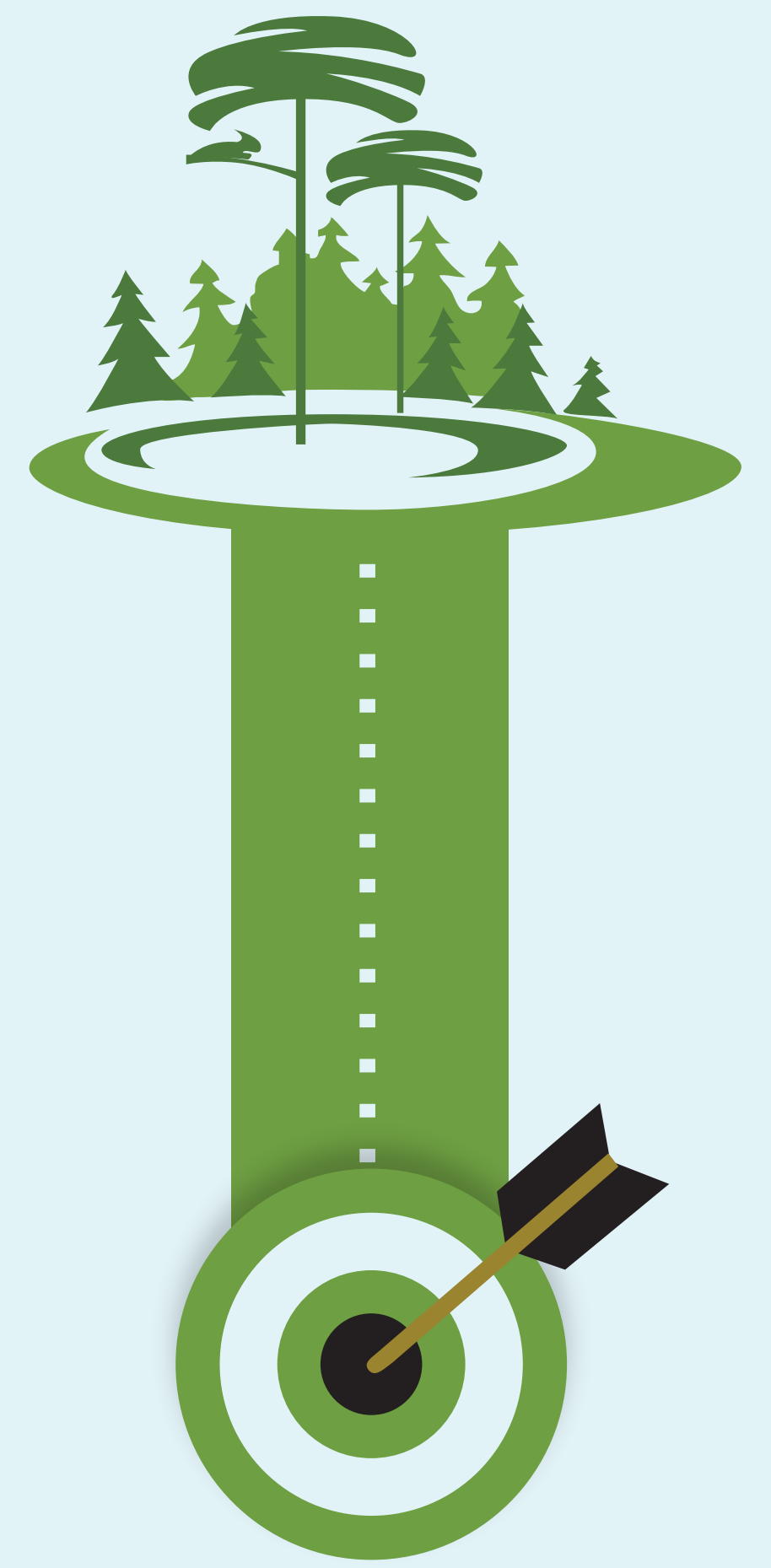
INTENSIFICATION OF EXISTING URBAN AREAS



MAXIMIZING USE OF EXISTING ASSETS AND INFRASTRUCTURE



CREATING COMPLETE AND ACCESSIBLE COMMUNITIES



MINIMIZING NEGATIVE IMPACTS ON NATURAL AREAS

NEIGHBOURHOODS AT A GLANCE

Transitional Areas

Areas with transportation options close to employment and services. Development of ground-oriented multifamily housing (rowhouses and townhouses), or infill development compatible in scale with existing houses - a form of 'gentle densification' that will allow more households to live in higher-amenity areas while neighbourhood character is preserved.

New Neighbourhoods

These will be developed to meet the demand for detached houses. These form a part of the previous OCP and include areas such as the Upper Wiltse, Columbia Heights and the Spiller Road area.



Areas close to downtown and shopping and employment

Will see appropriate levels of densification, with an emphasis more on mid-rise, rather than high-rise developments.



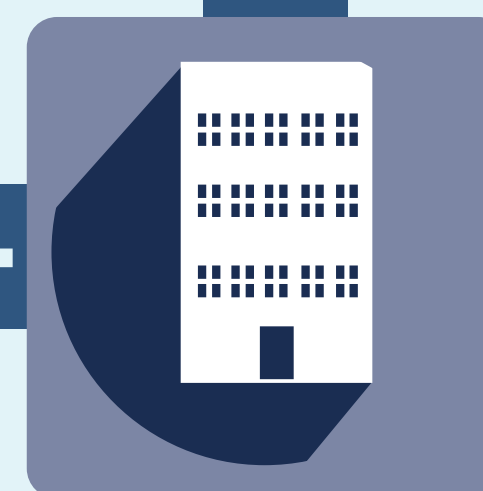
Traditional Single-Family Neighbourhoods, Generally in the Hillside Areas

Limited change, with detached forms of housing - single-detached houses and duplexes (where permitted by zoning) - remaining the norm.



Commercial Areas

Some transition as some areas convert to mixed-use or higher-density residential to support the revitalization of the Downtown commercial area and other important high-amenity areas such as the Western Gateway and Skaha Lake Road.



Industrial Area

Protection of employment lands is a priority. The industrial area will not be eroded, opportunities for expansion will be explored, and incompatible adjacent land uses will be discouraged.

The Downtown will continue to be a primary commercial, civic, entertainment and residential focus for Penticton.

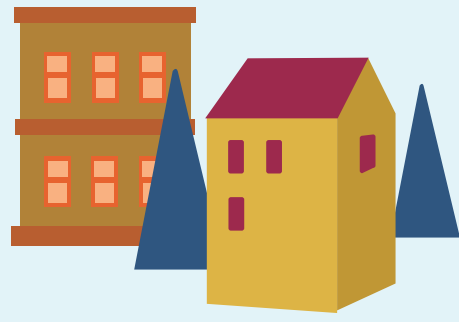
Penticton's Official Community Plan



Policy Goals

In each issue area, we've drafted policies to achieve the goals we've set together.

Housing



MANAGING GROWTH

Ensure that Penticton retains its compact footprint to protect the natural environment and agricultural lands, avoid excessive infrastructure costs and hazard lands, and support transit and active modes of transportation.

HOUSING AFFORDABILITY

Increase the availability of affordable housing options across the housing spectrum.

HOUSING DIVERSITY

Ensure a range of housing types, sizes and forms exist in all parts of the city to provide housing options for all ages, household types, incomes and tenure.

HOUSING AND NEIGHBOURHOOD CHARACTER

Ensure that as neighbourhoods grow and change, a sense of place and character is maintained.

COMPLETE NEIGHBOURHOODS

Provide opportunities to live, work and play in all of Penticton's neighbourhoods.

Environment and Resilience



GREENHOUSE GAS (GHG) EMISSIONS

Actively monitor GHG emissions and meet or exceed community-wide and corporate GHG reduction targets.

ENERGY USE REDUCTION AND SUSTAINABLE ENERGY PRODUCTION

Promote and support energy reduction practices and support local renewable energy production.

WASTE REDUCTION AND ORGANICS DIVERSION

Protect the environment, reduce waste and energy use, and extend the life of our landfill by creating a waste management plan and diverting recyclables and organics from the landfill.

PROTECTION OF NATURAL AREAS

Protect, maintain, restore, and enhance the city's natural environment and biodiversity.

RESILIENCE

Ensure that Penticton continues to adapt and thrive in the face of chronic stresses, such as a more extreme climate, and sudden events, such as wildfires and floods.

Agriculture & Food Systems



SUPPORT, PROTECT AND ENHANCE AGRICULTURE

Support, protect and enhance agriculture as a central component of Penticton's economy, character and identity.

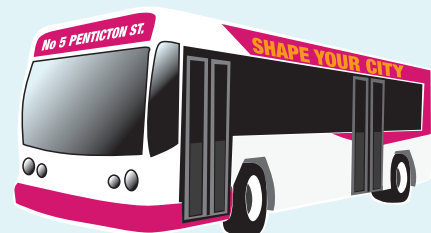
FOOD SYSTEM

Create and Implement a Local Food System Strategy.

URBAN AGRICULTURE

Expand food production in urban and suburban areas of Penticton.

Transportation & Infrastructure



COMPLETE TRANSPORTATION APPROACH

Create a transportation system that supports all ages, abilities, and modes of mobility, helps meet environmental objectives, and uses infrastructure responsibly.

WALKING

Ensure that residents and workers throughout Penticton have the opportunity to walk to parks, schools, shopping, employment and other destinations in safety and comfort.

CYCLING

Develop a connected network of safe and convenient cycling infrastructure that meets the needs of recreational riders, casual riders and commuters.

KVR RAILS TO TRAILS NETWORK

Build on the opportunity provided by the former Kettle Valley Railway rail grade to create a cycling and walking trail network that connects the region and provides a unique recreational and cultural amenity for residents and visitors.

TRANSIT

Support public transit as a comfortable, affordable, safe and convenient means of local and regional transportation.

GOODS MOVEMENT

Enhance the safe and efficient movement of goods and provision of services in Penticton.

DRIVING

Ensure that driving is safe for both drivers and other users of the road.

AIRPORT

Support the ongoing operation of the Penticton Regional Airport.



Economy



COMMUNICATION

Facilitate and enhance communication within the community to increase awareness about how our economy works and what its key drivers are.

COLLABORATION TO MEET COMMON GOALS

Enhance partnerships in the community and with strategic organizations at regional, provincial, and federal levels. Recognize the power of alignment in working with local and regional stakeholders.

BUSINESS RETENTION AND EXPANSION

Actively support existing businesses so that they are able to function successfully, to grow, and to remain in the City as long-term contributors to the economy.

BUSINESS ATTRACTION

Bring businesses, investment and labour to Penticton.

CREATING A SMART CITY

Leverage the fundamental benefits offered by data, connected technology, renewable energy and innovation to create meaningful and positive outcomes for Penticton's residents.

Parks & Recreation



PARK LAND, NATURAL AREAS AND TRAILS

Provide, protect, and promote public parks, natural areas and trails in Penticton.

PARK DESIGN, MANAGEMENT, OPERATIONS AND PROGRAMMING

Parks and recreational facilities will be designed and run sustainably, responsibly and safely.

RECREATION

Provide opportunities for indoor and outdoor recreation that meet community needs, protect our parks and natural areas, provide economic benefits and support tourism opportunities.

Arts, Culture & Heritage



FIRST NATIONS

Respect, honour and promote expressions of Syilx/Okanagan First Nations culture and heritage in Penticton.

ARTS AND CULTURE PRESENCE

Enhance the city's cultural image through arts facilities, events, festivals, public art and heritage protection.

PUBLIC ART

Expand public art reflecting the city's history, culture and natural environment in prominent public spaces, new development, existing neighbourhoods and along the waterfront and trails.

FESTIVALS & EVENTS

Support, promote and create festivals and events celebrating arts & culture, music, recreation & sport, and local food and drink.

HERITAGE

Recognize the value of history and heritage to create a sense of place and belonging for residents, and an incentive to visit for those from elsewhere.

CHARACTER AREAS

Recognize and protect the unique character of Penticton's historic downtown and heritage neighbourhoods as these areas change and evolve.

We've listened and we've drafted policies and a plan.
Do you think we're travelling down the right road?

Penticton's Official Community Plan



What is a Future Land Use Plan?



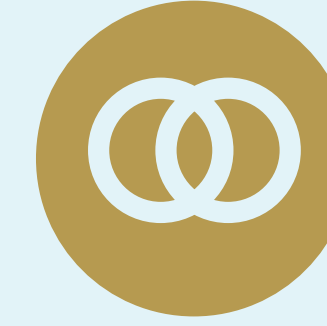
GUIDES FUTURE DEVELOPMENT



BALANCES MULTIPLE OBJECTIVES



ACHIEVES A GROWTH STRATEGY



CREATE A HOLISTIC VISION FOR THE CITY

How was the Future Land Use Plan Created?

It was created through evaluation and analysis of a broad range of inputs and ideas:



We've listened and we've drafted policies and a plan. Do you think we're travelling down the right road?

What are Future Land Use Categories?

One of the key implementation tools for **achieving an OCP's growth strategy** and managing the **right development mix** in a city.



Development within **each designation must conform** to the defined uses and descriptions. OCP amendments are required for any development that does not conform.

Establishes the **general uses in each land use designation**, with high level descriptions for **height and/or density**. Identifies where land uses should be located.

A Future Land Use designation can encompass a range of different zones. These Zoning Designations are contained within the **City's Zoning Bylaw** and define permitted uses and regulations regarding density, lot coverage, setbacks, form and character.

Development Permit Area Guidelines, where they exist, provide a further level of design or environmental direction or development.

RURAL RESIDENTIAL

Description: Rural areas with single-detached houses on large lots with modified services (e.g., septic systems)

Building type(s): single detached houses with secondary suites or carriage houses

Uses: Residential, Agriculture

Height/Density: 1 or 2 units per lot; 2 ½ storeys maximum height

Zone(s): RC – Country Residential



INFILL RESIDENTIAL

Description: Transitional lower-scale residential areas with housing types compatible with single detached houses in character and scale.

Building type(s): Single detached houses with or without secondary suites and/or carriage houses; duplexes with or without suites; triplexes and fourplexes; lower-density rowhouses; small-scale neighbourhood commercial building (e.g., corner store, coffee shop).

Uses: Residential, Limited retail/service

Height/Density: 1 to 3 units per single lot; consolidation of lots possible for lower-scale multifamily developments; 2 ½ storeys maximum height

Zone(s): R1/R2/R3; RD1/RD2/RD3 – Duplex; Lower-density rowhouse zone; C2 – neighbourhood commercial



DETACHED RESIDENTIAL

Description: Lower-density areas of single detached houses and/or duplexes in primarily residential neighbourhoods

Building type(s): Single detached houses with secondary suites or carriage houses;

Duplexes (where permitted by zoning); small-scale neighbourhood commercial building (e.g., corner store, coffee shop)

Uses: Residential, Limited retail/service

Height/Density: 1 or 2 units per lot; 2 ½ storeys maximum height

Zone(s): R1 – Large Lot Res.; R2/R3 – Small Lot Res.; RD1 – Duplex; C2 – Neighbourhood Commercial

URBAN RESIDENTIAL

Description: Higher-density 4-6 storey apartment neighbourhoods in high-amenity areas where construction is primarily wood frame.

Building type(s): Townhouses and stacked townhouses; low-rise and mid-rise apartment/condo buildings

Uses: residential

Height/Density: up to 6 storeys

Zone(s): RM3



MIXED USE

Description: A mixed-use area allowing for intensive development with active and vibrant retail or service uses at ground level and multi-family residential and/or office uses above

Building type(s): higher-density mixed-use buildings

Uses: Commercial (retail, service, office), residential

Height/Density: Up to 10 storeys

Zone(s): C5



AGRICULTURE

Description: Allows for the growing, producing, harvesting, storage, processing and sale of agricultural produce

Building type(s): agricultural buildings, detached houses

Uses: agricultural, residential

Height/Density:

Zone(s): A



GROUND ORIENTED RESIDENTIAL

Description: Medium-density residential areas where each unit has an exterior door and construction is primarily wood frame.

Building type(s): Duplexes with suites; cluster housing; higher-density rowhouses; townhouses and stacked townhouses; bareland strata developments

Uses: Residential; Limited Service/Retail

Height/Density: up to 3 1/2 storeys

Zone(s): RM2, RM5



URBAN HIGH DENSITY RESIDENTIAL

Description: High-density apartment neighbourhoods of buildings over 6 storeys in high-amenity areas

Building type(s): high-rise apartment/condo buildings

Uses: residential, limited retail/service

Height/Density: Heights greater than 6 storeys

Zone(s): RM4



DOWNTOWN MIXED USE

Description: Downtown developments with active retail, service or civic and cultural uses at ground level and multi-family residential and/or office uses above.

Building type(s): higher-density mixed-use buildings

Uses: Commercial (retail, service, office), residential, civic and cultural

Height/Density: up to 10 storeys, but limited to 3 storeys on Main Street.

Zone(s): C5, C6



COMMERCIAL

Description: Areas with a wide range of commercial uses including office, retail, goods and services

Building type(s): commercial (retail/office/service) buildings and mixed-use buildings (in specific areas, residential units limited to the second floor and above)

Uses: retail, service, office, restaurants, grocery store, residential (in specific zones)

Height/Density: varies by zone

Zone(s): C1/C4/C7



TOURIST COMMERCIAL

Description: Areas that serve both visitors and residents, providing accommodation, entertainment, and food and beverage, as well as resort residential uses.

Building type(s): hotels, motels, restaurants

Uses: tourist accommodation, restaurant, entertainment, service and retail

Height/Density: up to 6 storeys (18m)

Zone(s): CT1/CT2



INSTITUTIONAL AND CIVIC

Description: Provides a wide range of services and utilities for the community

Building type(s): varies

Uses: schools; universities; hospitals and health facilities; fire halls; cemeteries; major government, cultural or recreational facilities; community centres; municipal services and infrastructure including landfills and treatment plants; associated parking lots.

Height/Density: varies

Zone(s): P1, P3



INDUSTRIAL

Description: Areas of light and heavy industrial uses characterized by goods production, manufacturing, distribution, storage and fabrication

Building type(s): Industrial buildings, structures and lands

Uses: light and heavy manufacturing (depending on zone), industrial use, wholesaling, storage, vehicle repair

Height/Density: generally 1 or 2 storeys

Zone(s): M1, M2, M3

PARKS

Description: Active and passive parks, trails, fields, beaches and outdoor recreation facilities

Building type(s): accessory buildings and structures

Uses: public park uses, recreation, parking, outdoor amusement, entertainment and recreation

Height/Density: n/a

Zone(s): P2



NATURAL AND CONSERVATION AREAS

Description: Natural or semi-natural areas with high environmental values intended for conservation and low-impact recreation

Building type(s): accessory buildings and structures

Uses: outdoor recreation

Height/Density: n/a

Zone(s): P3



AIRPORT

Description: Airport and aviation uses and limited related commercial activities

Building type(s): airport terminal, aviation services

Uses: airport and associated aviation services and training

Height/Density: n/a

Zone(s): M2, SC



FIRST NATIONS

Description: First Nation lands inside City limits but outside City jurisdiction, sometimes with servicing agreements

Building type(s): varies

Uses: varies

Height/Density: varies

Zone(s): currently RSM, CT2, A, P2



HOUSING



2002 OCP ~ What has Changed?

- Previous growth targets were overly ambitious and Penticton did not grow as fast as planned
- Increased pressure on our rental housing stock since
- Affordability issue: increases in the cost of housing and very low vacancy rates
- Hillside development was emphasized but infill development and densification mostly occurred

What You Shared ~ Community Feedback



Vision ~ What We Created Together

Penticton's unique setting - in a valley and bounded by two lakes - provides both challenges and opportunities from a housing perspective. We are a growing city but accommodating that growth through new 'greenfield' development is limited by our geography, agricultural lands, and the feeling among many residents that we should protect the natural environment on our hillsides. The opportunities come from a willingness to intensify our existing land base through infill and densification, in a smart and sensitive manner to allow our community to grow sustainably. Much of our recent residential development has been duplexes, townhouses, carriage houses and secondary suites, and low-rise apartments or condos.

VISION

The future of housing development will involve balancing sensitive hillside development that is planned in consideration of ecological impacts and long term social and economic costs, and intensification of our existing neighbourhoods. This development will be sensitive in scale and character to the neighbourhood around it while at the same time enhancing affordability and delivering a range of unit types to accommodate our population's needs across the city, including appropriate units for seniors, those entering the housing market, and working families. The City will be an active partner in the creation of affordable housing, building a strong foundation of affordable and rental housing projects throughout the city.

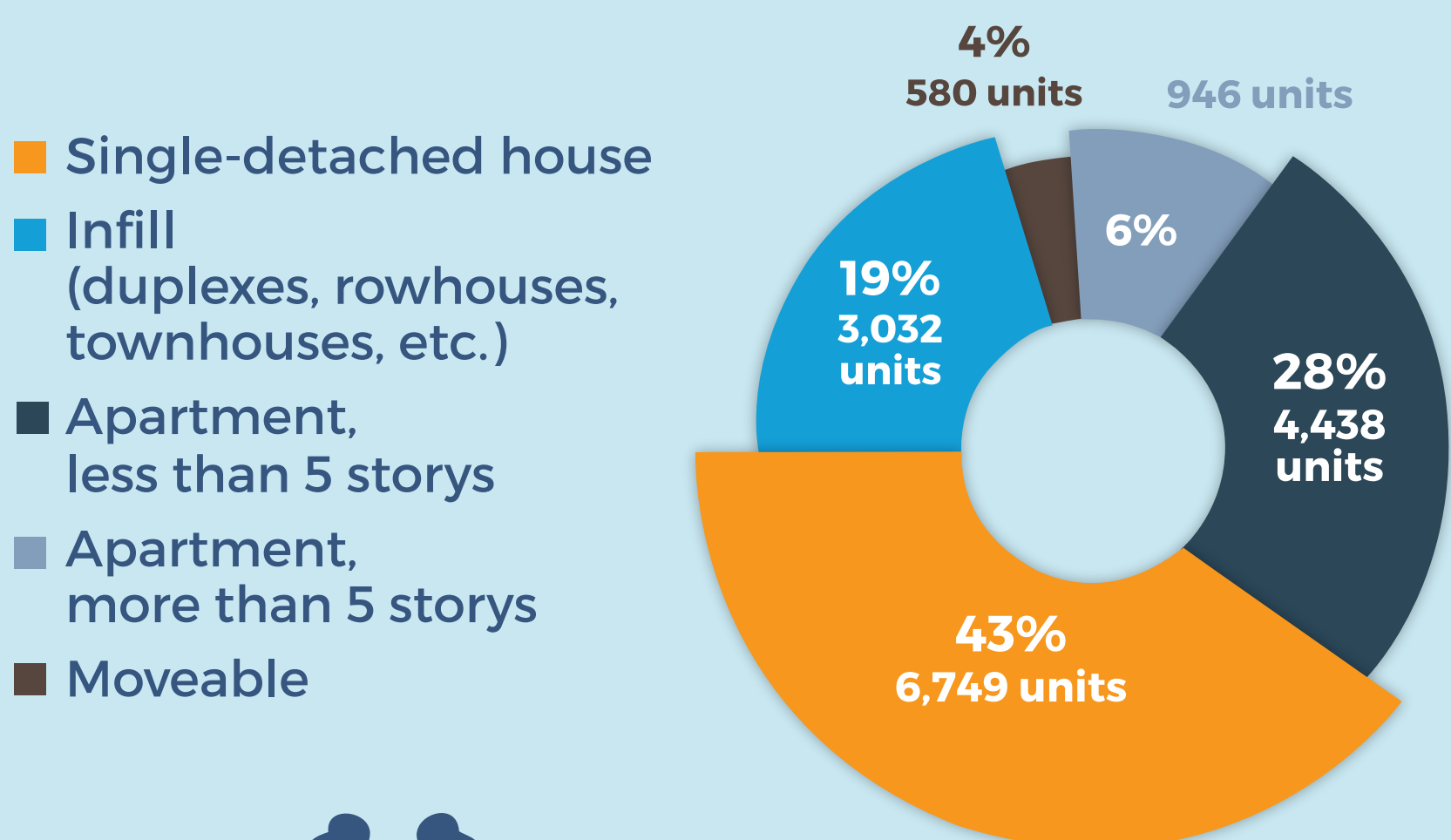
Draft OCP Policies

What We Learned ~ Key Facts

Average number of houses built in Penticton

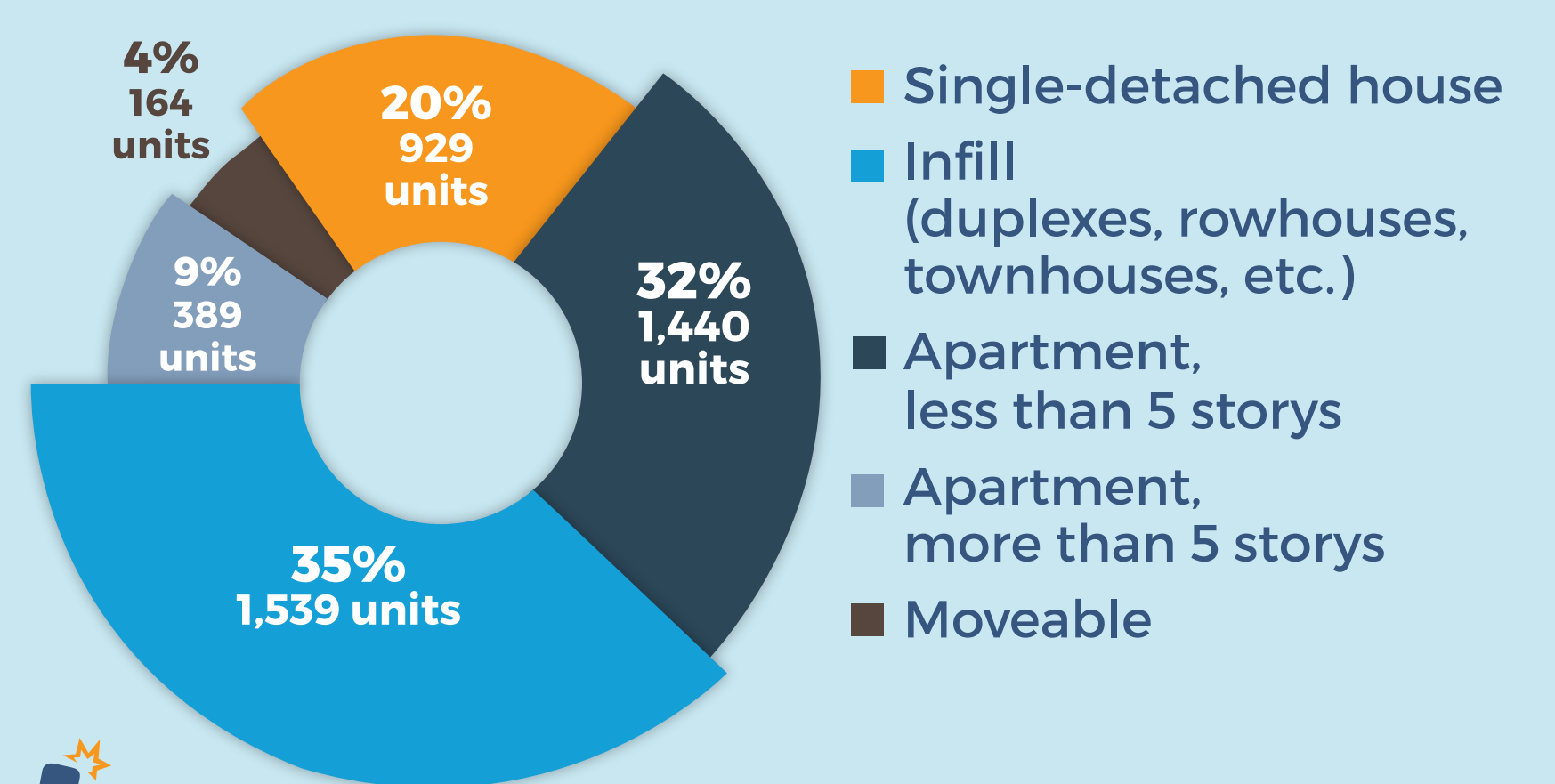
Previously	2016	2017
Less than 200 per year	438 units	473 units

Current Housing (15,740 households)
63% are owner-occupied and 37% are rentals



Penticton's average household income is \$54,000. With housing prices increasing, families are challenged to own a single-detached home. Our needs are changing.

Housing Needs 2016-2046 (4,450 new units)
In each year, 110 would be owner-occupied, and 40 rentals



The BIG Picture - What does this mean for our city?

- Penticton retains a compact footprint and protects its natural and agricultural lands
- Character of neighbourhoods is maintained as they evolve and densify
- New developments fund their needed infrastructure
- Increased supply of neighbourhood parks, trails and accessible roads



Selfie - What does this mean for you?

- More options for affordable housing
- Housing types for all ages, in all parts of the city
- Being able to live and play in all of Penticton's neighbourhoods
- Better access to more frequent transit
- Increased number of accessible units



HOUSING

GOAL

Ensure that Penticton retains its compact footprint to protect the natural environment and agricultural lands, avoid excessive infrastructure costs and hazard lands, and support transit and active modes of transportation.

POLICIES

- Generally focus new residential development in or adjacent to existing developed areas.
- Avoid development in environmentally-sensitive areas, geological hazard and flood hazard areas, on steep slopes, in agricultural areas and in areas not readily served by transit.
- Assess the short-term and long-term financial, ecological and social costs and benefits of all new greenfield (hillside) development proposals through analysis of full lifecycle costs of infrastructure, including replacement, and services, plus assessments of environmental and social impacts.
- Ensure all new developments fully fund the cost of the infrastructure and services they require, including roads, water, sewer, storm water, parks, schools, and emergency services.

GOAL

Increase the availability of affordable housing options across the housing spectrum.

POLICIES

- Partner with senior governments, the non-profit housing sector and the development community to facilitate the development and operation of projects across the housing spectrum including shelters, transitional housing, supportive housing, non-market housing, and affordable rental housing for singles, families and seniors.
- Maximize the potential of existing land assets (sites and buildings) owned by non-profits and governments, including the City, through strategic partnerships and knowledge sharing.
- Recognize that while senior governments play the primary role in delivering and encouraging affordable housing, the City will continue to provide invaluable support through technical assistance, supportive regulations, partnerships, community consultation and project facilitation.
- Support innovative models of affordable housing, such as modular housing and adaptive re-use of buildings, through technical and regulatory support, using pilot projects or housing demonstration projects if necessary.
- Engage in robust community consultation and work with community partners to gain support for affordable housing projects and to refine projects to reflect community input.
- Continue to invest in process improvement to support the efficient processing of applications.
- Reduce or waive Development Cost Charges for secured, long-term affordable housing projects.
- Provide long-term security for renters in and owners of purpose-built rental projects through Housing Agreements and/or non-stratification covenants.
- Reduce parking standards for multifamily developments in walkable, bikeable and transit-oriented neighbourhoods to reduce construction costs and encourage active transportation.
- Monitor vacation rentals to ensure they are not having a negative impact on the long-term rental stock or negative social impacts on existing neighbourhoods. Refine vacation rental policy and regulations if necessary.
- Recognize mobile homes as a form of affordable housing while increasing the livability and character of mobile home parks through landscaping and open space requirements, and integration with surrounding neighbourhoods, through amendments to the Zoning Bylaw and Mobile Home Park Bylaw.

GOAL

Ensure a range of housing types, sizes and forms exist in all parts of the city to provide housing options for all ages, household types, incomes and tenure.

POLICIES

- Support appropriately-scaled infill development and secondary suites in all residential neighbourhoods in Penticton.
- Amend existing zoning and regulatory measures in lower-density residential areas to allow a broader range of housing types that are compatible with the existing neighbourhood character, such as carriage houses, duplexes, row-houses, tiny houses and cluster houses.
- Foster diversity and create relative affordability while maintaining neighbourhood character in single-family areas by encouraging the creation of smaller-frontage lots in new neighbourhoods and subdivisions, and supporting the subdivision of larger lots in established neighbourhoods where access and servicing are adequate.
- Provide developments that include one-bedroom and two-bedroom units in all neighbourhoods to enable people to downsize as they age and to provide entry-level housing for those people entering the housing market. At the same time, ensure that new 3-bedroom units, or larger, are provided to support families.
- Ensure that more-intensive forms of residential development are located close to transit and amenities, such as parks, schools and shopping.
- Provide amenity areas in all multifamily and mixed-use projects through regulations in the Zoning Bylaw.
- Support the housing needs of the aging population and those with disabilities through universal design principles and standards for accessible units and establishing a minimum proportion of accessible units in multifamily projects in the Zoning Bylaw.

GOAL

Ensure that as neighbourhoods grow and change, a sense of place and character is maintained.

POLICIES

- Recognize that traditionally single-family neighbourhoods will see intensification as the city grows, but ensure that new forms of residential development are compatible with the neighbourhood in scale and design, and are appropriately located (e.g., greater density closer to services and amenities).
- Use Multifamily and Intensive Residential Development Permit Area Guidelines to direct the character and feel of residential neighbourhoods, as well as to guide water and energy conservation.
- Ensure that all new neighbourhood developments and redevelopments of existing large sites, including bareland stratas, are fully integrated into the surrounding community through publically-accessible roads, sidewalks and trails.

GOAL

Provide opportunities to live, work and play in all of Penticton's neighbourhoods.

POLICIES

- Ensure all residential neighbourhoods in Penticton provide a broad range of housing types and tenures, employment opportunities such as home-based businesses and flex-suites, a range of active transportation options, and access to green space and parks.
- Increase the supply of neighbourhood amenities, such as pocket parks and trails, for the use, enjoyment and social benefit of the surrounding community as residential density in appropriate neighbourhoods occurs.



TRANSPORTATION



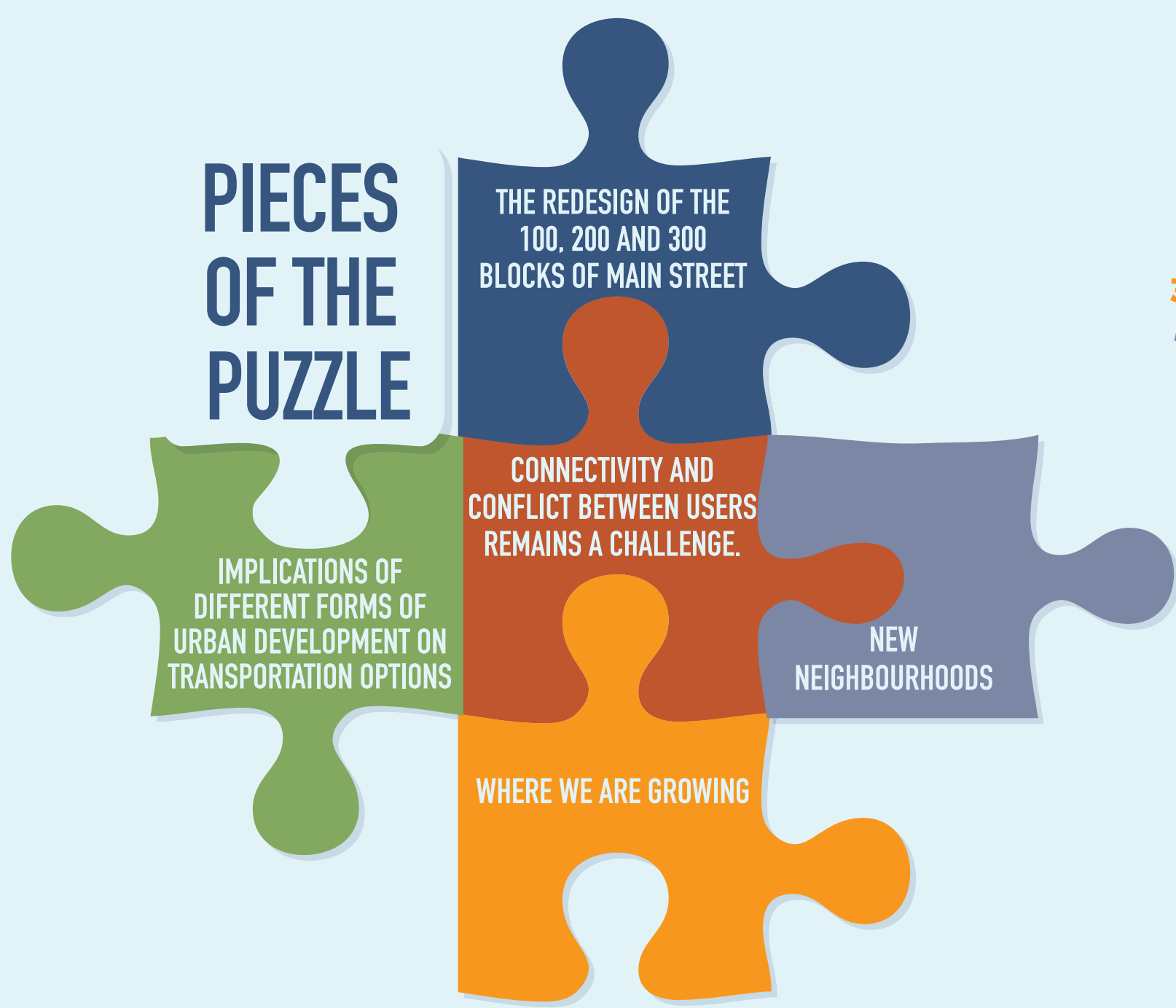
2002 OCP ~ What has Changed?

- Overall philosophy was to design roads for everyday use around typical road volumes rather than peak ones. However, we haven't reached the estimated population levels for our level of transportation infrastructure.
- Bicycle network lacks connectivity, some neighbourhoods lack sidewalks, and transit service is often infrequent
- Development of a strategy to address the financial impacts of our aging infrastructure

What You Shared ~ Community Feedback



What We Learned ~ Key Facts



The **BIG** Picture

What does this mean for our city?

- Safer streets for all
- Better access to transit within our city and beyond
- More regional partnerships for better trails and pathways
- Safer and more efficient movement of goods
- A balanced parking strategy
- Enforcement of speed limits, especially in vulnerable areas

Vision ~

What We Created Together

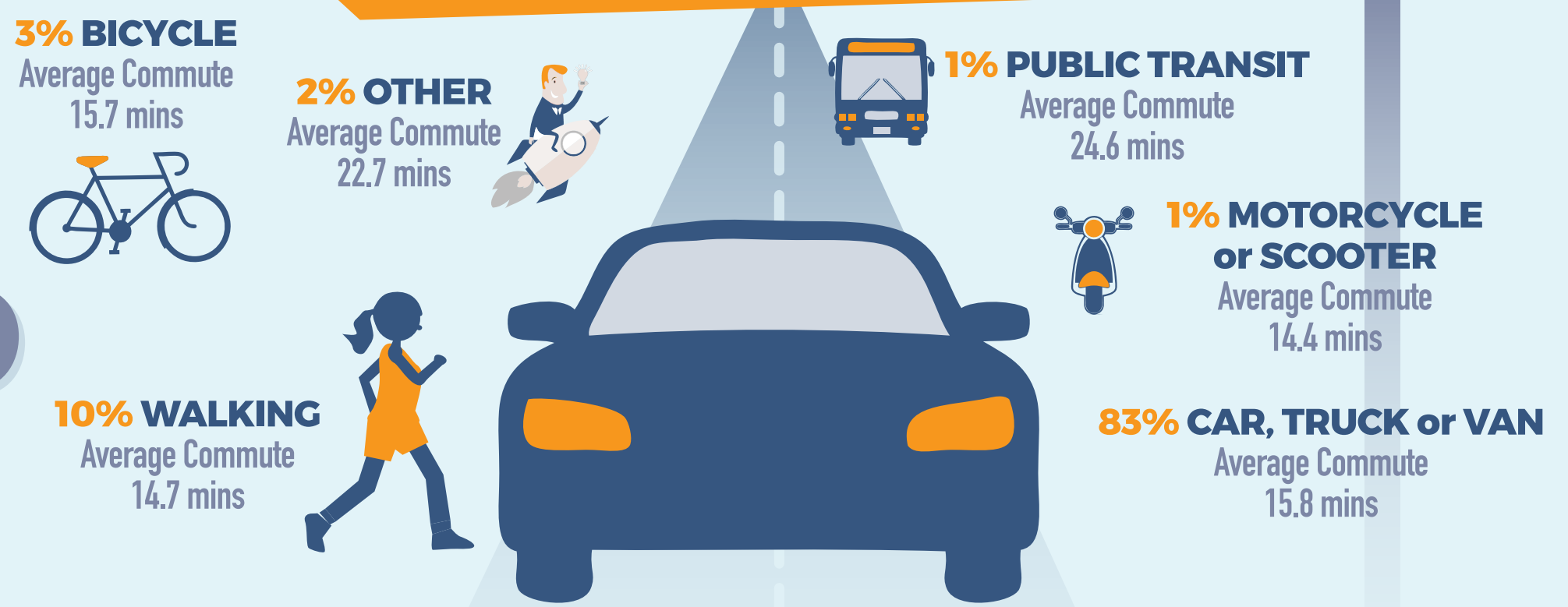
Penticton's relatively small footprint makes it easy to get around, specifically if you are driving or live in a neighbourhood close to where you work, shop or play. This plan prioritizes investment in and planning for active modes, particularly walking and cycling, and transit, which offer significant social, environmental, economic and health benefits. The goal is to provide that ease of mobility regardless of how you choose or are able to get around, where you live, your income or your age. We will make the best possible use of our valuable land that is dedicated to roads, parking and trails, and while driving will be an easy way to travel, alternative modes will be safe, enjoyable, convenient and practical. There is a recognition that there is a strong correlation between providing the right kind of infrastructure and peoples' transportation choices.

VISION

2002 OCP

KEY FACTS

HOW DOES PENTICTON COMMUTE? How long does it take?



Over 400 downtown parking spaces



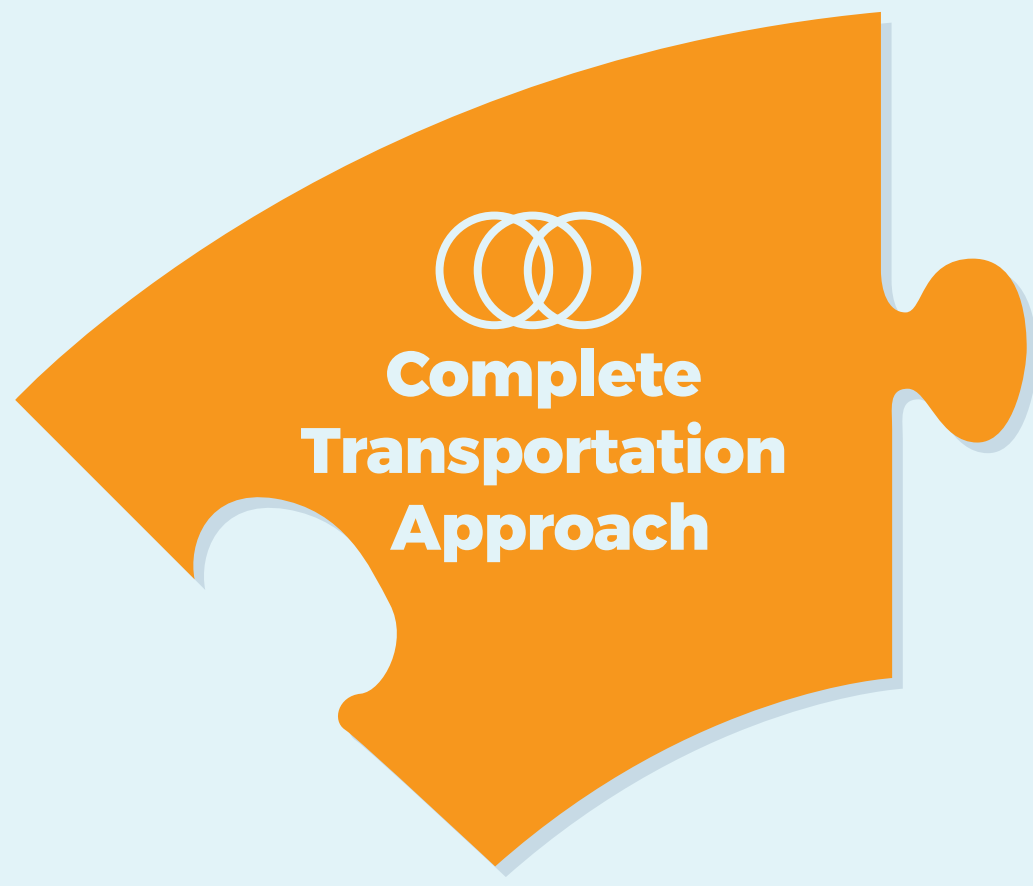
Selfie

What does this mean for you?

- Greater transportation choice
- More walkable neighbourhoods
- More sidewalks for pedestrians
- Safer routes and more connections for cyclists
- Transit closer to your home
- Safer streets for all users

Draft OCP Policies

TRANSPORTATION & INFRASTRUCTURE



GOAL

Create a transportation system that supports all ages, abilities, and modes of mobility, helps meet environmental objectives, and uses infrastructure responsibly.

POLICIES

- Prioritize investment, design and renewal of transportation infrastructure in urban and suburban areas according to the hierarchy: 1.) Walking, wheelchairs, mobility scooters; 2.) Biking; 3.) Transit; 4.) Goods Movement; 5.) Multiple-occupant vehicles; 6.) Single-occupant vehicles.
- Design streets for daily traffic volumes rather than seasonal peak season volumes when building or renewing roads. Recognize that some congestion will occur as we grow and during peak volume times, but mitigate this through investments in sustainable transportation options.
- Identify excess road space and re-allocate it to support walking, biking and transit.
- Create complete streets (designed for everyone) in areas with suitable land uses that provide safe and comfortable mobility (access, movement and crossing) for all users: pedestrians, cyclists, drivers, commercial vehicle operators and transit users.
- Promote walking, cycling and transit use through strategic land use planning that creates denser, attractive mixed-use communities that are rich in amenities.
- Prioritize municipal investment in improving the transportation system in the downtown, including trails and links to key community nodes.

GOAL

Ensure that residents and workers throughout Penticton have the opportunity to walk to parks, schools, shopping, employment and other destinations in safety and comfort.

POLICIES

- Ensure that pedestrian safety and accessibility is considered the highest priority when making transportation decisions in the downtown.
- Address gaps in the pedestrian network by providing sidewalks on one or both sides of the street in residential neighbourhoods, and in commercial, industrial and mixed-use areas, using excess street rights-of-way where possible or through land acquisition if necessary. Where possible, fund the building of sidewalks through required upgrades from developers as adjacent development takes place.
- Enhance and expand the trail and pathway network through upgrades, land acquisition, wayfinding, safe street crossings, and by connecting existing trail systems and establish trail systems in and through new neighbourhoods.
 - ▶ **Improve pedestrian safety and comfort by:**
 - ▶ buffering sidewalks from traffic through boulevards, landscaping, bikes lanes or parking
 - ▶ creating safe crossings by maximizing visibility (using lighting, paint and materials) and minimizing crossing distances (extending curbs into the street right of way)
 - ▶ planting suitable street trees to create canopy coverage
 - ▶ minimizing driveway crossings
 - ▶ providing street lighting and street furniture (e.g., benches) where appropriate
- Require that vehicle access to parking in residential areas is from the laneway in neighbourhoods where laneways exist.
- Require laneways in new neighbourhoods, where possible, for access to garages and driveways, servicing, waste pickup, and so on.

GOAL

Develop a connected network of safe and convenient cycling infrastructure that meets the needs of recreational riders, casual riders and commuters.

POLICIES

- Confirm that the Bike Network Master Plan provides safe and direct connections for cyclists with all of the following:
 - ▶ Schools and Okanagan College
 - ▶ Employment centres, and major retail and service areas
 - ▶ Downtown
 - ▶ Parks and beaches
 - ▶ Skaka Lake and Lake Okanagan
 - ▶ The KVR Trail and the Okanagan Channel Parkway Trail
 - ▶ Hillside and valley-bottom neighbourhoods
- Facilitate multi-modal trips by Integrating the bicycle network with other modes of transportation, especially transit, by providing bike racks on buses, and safe and secure bicycle parking.
- Create a multi-use pathway within city limits connecting Skaha Lake and Lake Okanagan that is separated from motorized traffic and has connections to key destinations (e.g., schools, parks, shopping).
- Partner with the Penticton Indian Band, the Province and the Regional District to enhance the multi-modal pathway on the western side of the Channel, and to improve connectivity to the rest of the city.
- Recognize there are three different cycling user groups - recreational riders (including children and seniors), commuters, cyclists with trailers, and athletes - and design and dedicated routes and cycling infrastructure accordingly.
- Ensure significant components of the bike network are physically separated from traffic through barriers and/or grade changes to encourage cycling and protect vulnerable riders. Install bicycle-specific signals where needed.
- Provide convenient, safe and visible bike lock up facilities in key destinations such as downtown, commercial areas, parks and beaches. Reallocate vehicle parking space to bicycle parking spaces, if necessary.
- Require adequate levels of secure bike parking in new multi-family, mixed-use and commercial development.

GOAL

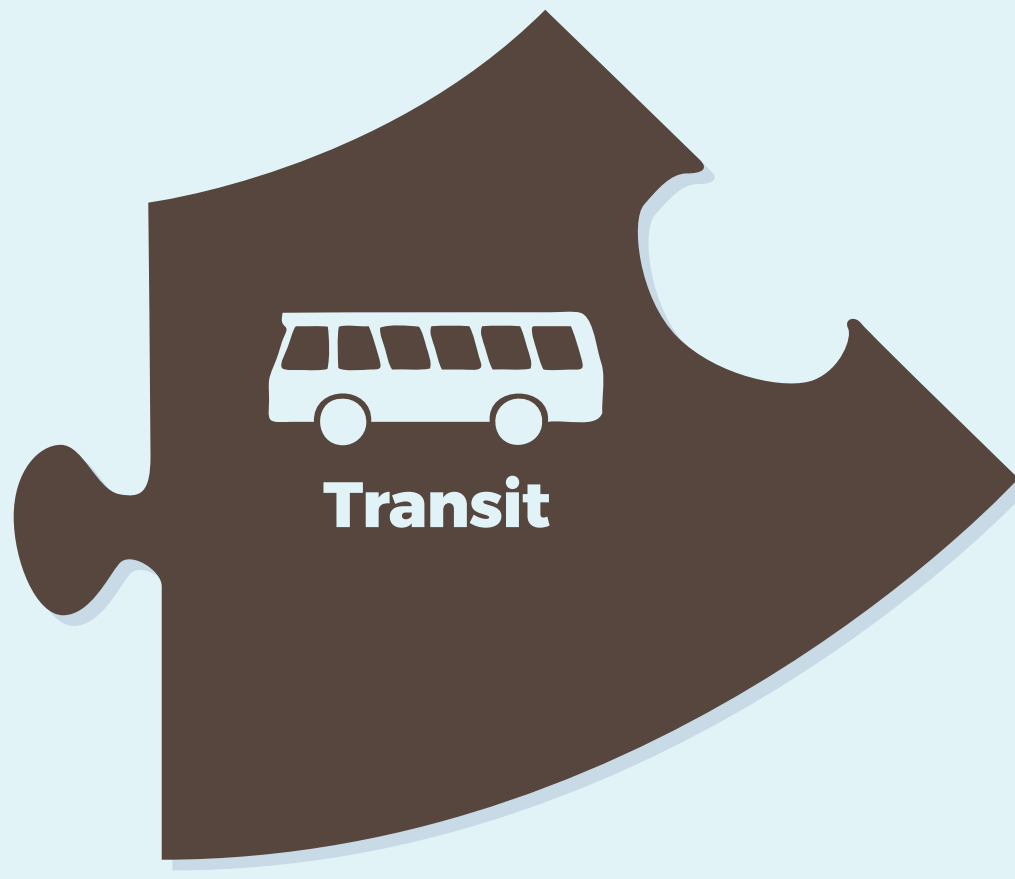
Build on the opportunity provided by the former Kettle Valley Railway rail grade to create a cycling and walking trail network that connects the region and provides a unique recreational and cultural amenity for residents and visitors.

POLICIES

- Partner with the Penticton Indian Band, the Regional District, the Province, and the District of Summerland to create and promote a regional rails-to-trails network on the former KVR rail grade connecting Naramata, Penticton, Summerland and Okanagan Falls. Integrate cultural, ecological and recreational opportunities into trail programming, and create a management plan to address erosion and degradation from unregulated use.
- Explore ways to integrate and promote the KVR trail system with broader regional and national initiatives such as the Trans Canada Trail and the Okanagan Rail Trail Initiative.
- Connect and improve the elements of the KVR rail grade that current exist in the city to provide a safe and attractive trail for cycling and walking between the Channel and the Naramata Bench. Prioritize creating the linkage between the Okanagan Channel Parkway Trail and Cossar Avenue KVR trailhead through design and the acquisition of land, easements and rights-of-way.
- Work with the Penticton Indian Band to assess rebuilding a bridge crossing of the Channel on the former KVR rail grade adjacent to Highway 97.



TRANSPORTATION & INFRASTRUCTURE

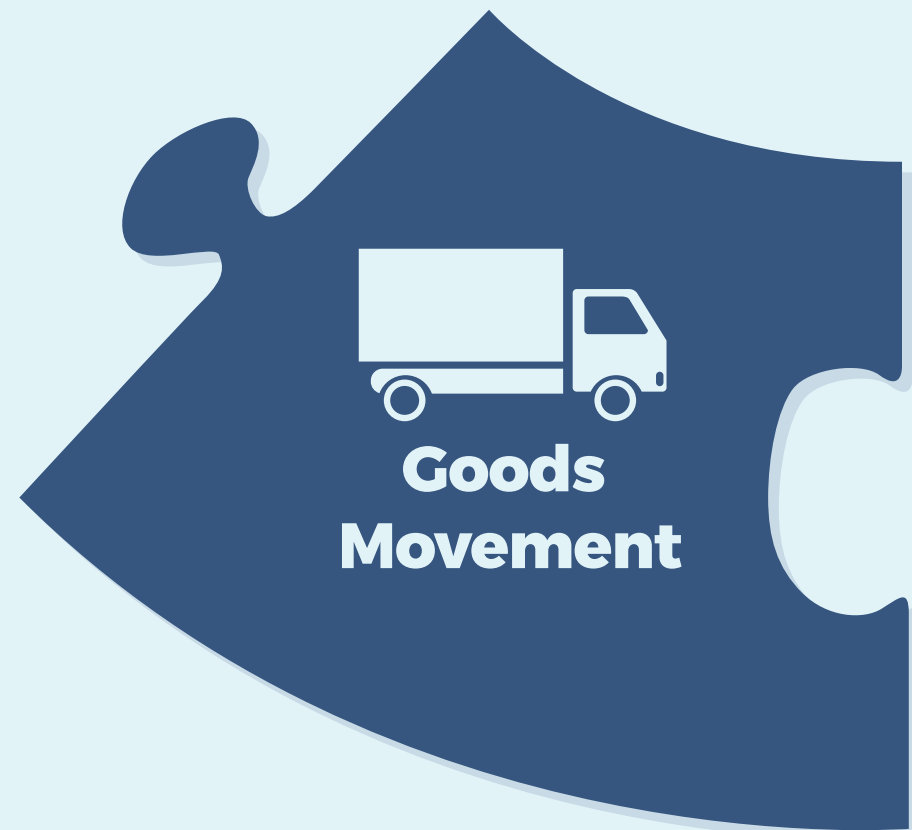


GOAL

Support public transit as a comfortable, affordable, safe and convenient means of local and regional transportation.

POLICIES

- Encourage land use planning that results in neighbourhoods that can be easily serviced by transit.
- Evaluate a downtown transit hub providing access to multiple routes, shelter and washrooms.
- Look to improve the frequency of transit service during peak times to increase ridership.
- Encourage transit use by ensuring that good pedestrian infrastructure exists near bus routes in residential, employment and commercial areas.
- Work with BC Transit to promote technological advances which improve the experience of using transit, such as apps that provide real-time reporting on bus locations and schedules, distance to near bus stops, and so on. Also explore posting bus schedules at all or most bus stops.
- Develop partnerships and provide leadership to improve and expand regional transit options.



GOAL

Enhance the safe and efficient movement of goods and provision of services in Penticton.

POLICIES

- Provide direct and safe connections for goods movements and servicing linking Highway 97 and industrial areas.
- Ensure truck routes are designed for the safety of truck drivers and other street users, including pedestrians and cyclists. Foster public awareness of the importance of goods movement to businesses and the economy.
- Work with the Penticton Industrial Development Association and industrial business owners on a strategy to safely and easily accommodate parking of transportation rigs in the Industrial Area during downtimes.
- Ensure developments in intensive residential and commercial areas are design with adequate loading zones and access for goods delivery.



GOAL

Ensure that driving is safe for both drivers and other users of the road.

POLICIES

- Design streets so as not to encourage speeds beyond the intended speed limit. Where speeding is an on-going concern, consider reducing street widths or employ other design approaches to encourage lower speeds.
- Work with the RCMP to enforce speed limits, particularly around vulnerable users such as children and seniors.
- Continue to deploy traffic calming measures around parks, schools and other areas with reduced speed limits, and monitor outcomes to ensure the measures are successful.
- Explore implementation of best practice design solutions to create safe and convenient intersections.
- Develop incentives or regulations to support the installation of electric vehicle charging stations in all new multifamily, commercial and mixed-used developments.
- Support the expansion of car share opportunities by encouraging their provision in multifamily developments and by allocating dedicate public parking stalls in suitable areas.
- Create a balanced parking strategy that supports businesses while also encouraging active modes of transportation such as walking, biking and transit.
- Ensure significant components of the bike network are physically separated from traffic through barriers and/or grade changes to encourage cycling and protect vulnerable riders. Install bicycle-specific signals where needed.
- Provide convenient, safe and visible bike lock up facilities in key destinations such as downtown, commercial areas, parks and beaches. Reallocate vehicle parking space to bicycle parking spaces, if necessary.
- Require adequate levels of secure bike parking in new multi-family, mixed-use and commercial development.



GOAL

Support the ongoing operation of the Penticton Regional Airport.

POLICIES

- Continue to recognize the Penticton Regional Airport (YYF) as an important transportation asset for business and residents.

ARTS, CULTURE & HERITAGE



2002 OCP ~ What has Changed?

- Support for existing arts and culture assets and partnerships
- Downtown was recognized as a precinct to promote arts and culture
- Initiatives to recognize heritage (Heritage Strategy and Heritage Register)
- Proposed designated heritage corridors

What You Shared ~ Community Feedback



Vision ~ What We Created Together

Arts, culture and heritage will be celebrated as a way to build community, enhance our identity and support our economy. Tangible expressions of First Nations culture and heritage will be supported and celebrated. Arts and culture will be recognized as an important part of Penticton's identity, and supported through initiatives involving public art, festivals and events, and creating synergies among our vibrant arts and cultural facilities. History and heritage have deep value in creating a sense of place and belonging. Our built and natural history can be protected and enhanced through maintaining our Heritage Register and implementing form and character design guidelines for new development and Heritage Conservation Areas.

VISION

Draft OCP Policies

What We Learned ~ Key Facts

Key documents have informed the new OCP planning around Arts, Culture and Heritage. These include:



First Nations

Partnerships with local First Nations, particularly the Penticton Indian Band are strengthening. Knowledge and field work are being integrated into mapping and analysis which can inform decisions around land use and development. There is also growing recognition of First Nations contribution to arts and culture and that the Syilx speaking people have been here since the beginning of people on this land.

The BIG Picture: What does this mean for our city?

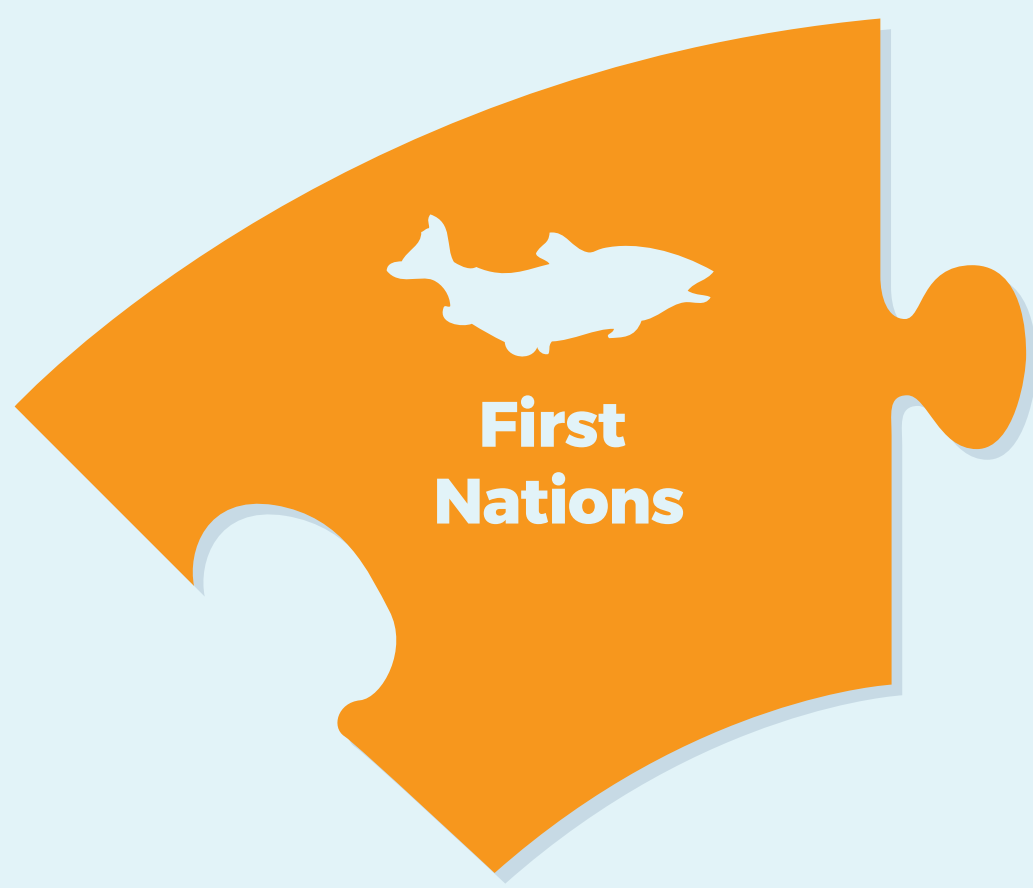
- Enhanced presence of Syilx/Okanagan culture and heritage of Penticton
- Our creative sector is recognized for being a catalyst for economic and community development
- More festivals and events throughout the year
- Update and expansion of the Heritage Registry
- Implementation of Heritage Conversation Areas in historic character neighbourhoods
- Stronger connections between the array of arts and culture facilities and venues



What does this mean for you?

- More stable funding and opportunities for public art programs
- Support for volunteers who give time to exhibitions, festivals, sporting events and cultural projects

ARTS, CULTURE & HERITAGE



GOAL

Respect, honour and promote expressions of Syilx/Okanagan First Nations culture and heritage in Penticton.

POLICIES

- Partner with the Penticton Indian Band to support and promote Syilx/Okanagan First Nations culture and heritage in Penticton.
- Create a more visible Indigenous presence in the city through public art, signage and place-naming, and recognition that Penticton lies within the traditional territory of the Syilx/Okanagan people.
- Foster collaboration on cultural initiatives between Indigenous and non-Indigenous artists and cultural organizations.

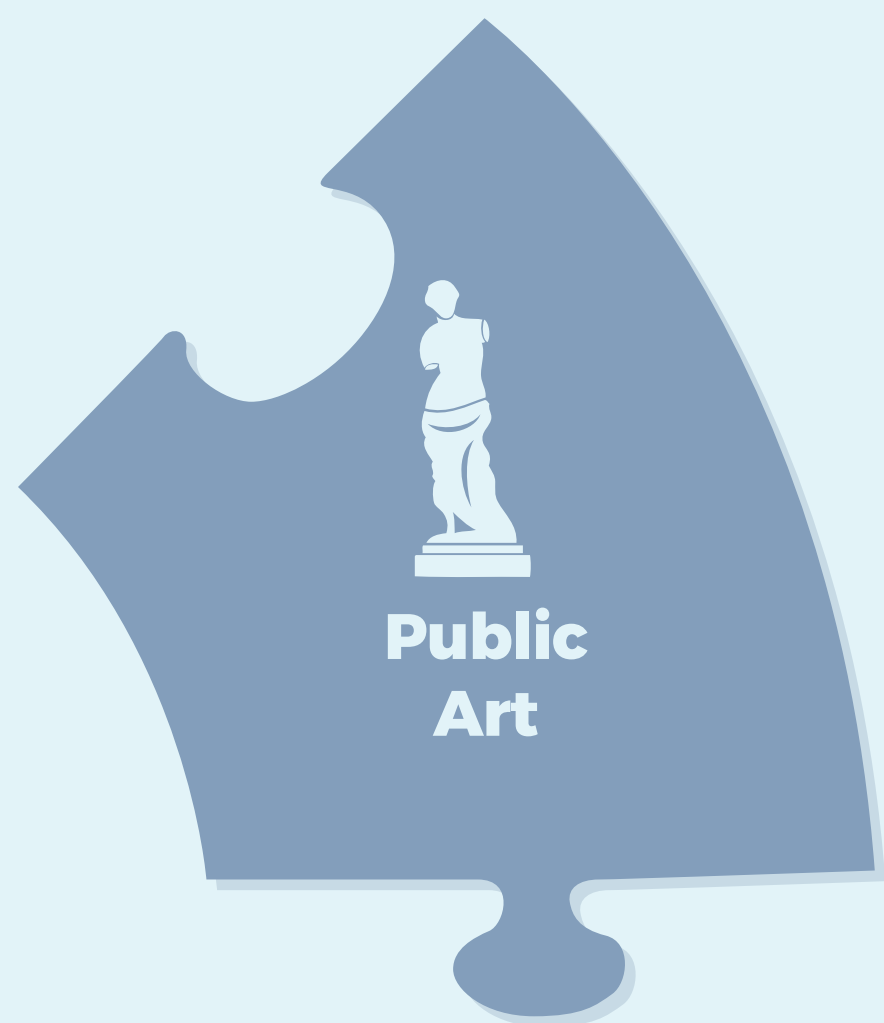


GOAL

Enhance the city's cultural image through arts facilities, events, festivals, public art and heritage protection.

POLICIES

- Explore Development of an Arts and Culture Facility Strategy to create connections, leverage opportunities and support long-term financial sustainability for Penticton's unique array of diverse facilities and venues, and to identify new opportunities and partnerships.
- Continue to support community-based arts and culture organizations through City grants and incentives.
- Recognize the value of the creative sector as a catalyst of economic development which attracts new residents, businesses and tourists.
- Utilize artistic and creative processes and activities to engage citizens, especially youth, in community development and visioning efforts.



GOAL

Expand public art reflecting the city's history, culture and natural environment in prominent public spaces, new development, existing neighbourhoods and along the waterfront and trails.

POLICIES

- Identify a stable funding source to foster a sustainable and vibrant public art program including selecting, commissioning, acquiring, installing and maintaining public art pieces.
- Work with the City's Arts, Creative and Cultural Innovation Committee to identify suitable locations for public art installations.
- Explore and evaluate options for public art in new developments early in the design process to create a broad range of possibilities.
- Use public art as a catalyst for place making and a means of wayfinding.



GOAL

Support, promote and create festivals and events celebrating arts & culture, music, recreation & sport, and local food and drink.

POLICIES

- Conceive of and implement a wide range of arts, cultural and recreational activities, celebrations, events and festivals that engage and are enjoyed by residents and visitors.
- Continue to encourage festivals throughout the year to maintain cultural and civic vibrancy beyond the summer months.
- Promote and support local volunteer networks who work on exhibitions, festivals, sports events and community cultural projects.



GOAL

Recognize the value of history and heritage to create a sense of place and belonging for residents, and an incentive to visit for those from elsewhere.

POLICIES

- Expand the 2009 Heritage Register to include First Nations sites and places, and more modern landmarks, including examples of mid-century modern architecture.
- Engage the City's Heritage and Museum Advisory Committee to identify criteria to evaluate sites and buildings to be considered for the Heritage Register.
- Expand interpretive signage in historic parts of the city and along trails that educates about the natural environment, the Syilx/Okanagan presence, and Penticton's history.
- Identify and protect trees that are significant due to their age, uniqueness or history by creating an inventory of Penticton's heritage trees.



GOAL

Recognize and protect the unique character of Penticton's historic downtown and heritage neighbourhoods as these areas change and evolve.

POLICIES

- Implement Heritage Conservation Areas under s.970 & 971 of the Local Government Act: Wartime District (K Streets); Windsor Avenue Neighbourhood.
- Ensure new developments and renovations integrate with existing neighbourhood character through the Downtown, Intensive Residential, and Multifamily Development Permit Area Guidelines.

Draft OCP Policies



ECONOMY



2002 OCP ~ What has Changed?

- Agriculture, manufacturing and construction have evolved. Increased focus on innovative manufacturing and artisanal food and beverage.
- The retirement industry remains important but the interests of retirees are evolving, with many looking for active or cultural experiences.
- Within the wine industry, research, innovation and education have joined production and processing as important industry drivers.
- Outdoor amenities like rock climbing and naturalist opportunities, as well as special events are increasingly important to the tourism industry.
- Our ultra-high speed 'PureFibre' network and airport connections are important for business retention and growth.

Vision ~ What We Created Together

Penticton's economy is diverse and dynamic. Traditional sectors such as Tourism, Manufacturing and Construction have evolved and new ones have emerged. For example, over the last few decades, agriculture has transitioned from largely fruit production and processing to incorporate viticulture (wine making), research and innovation, and education. Remote working, innovative manufacturing and outdoor adventure services have emerged as key sectors of our economy.

VISION ▶

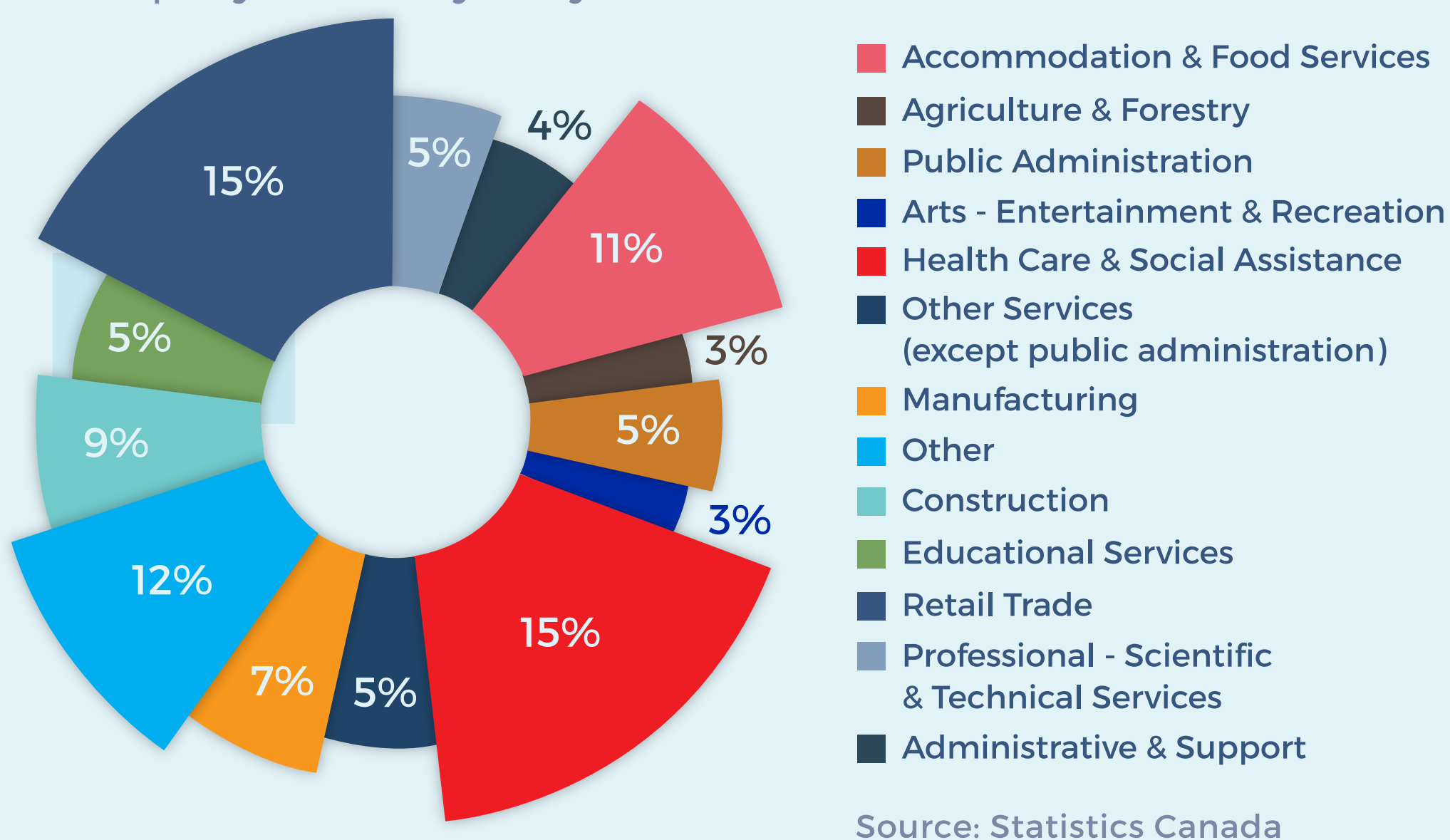
It is recognized that the economy is not static, and the directions in this OCP are intended to be broad and adaptable rather than focusing on specific sectors or focused strategies. The City of Penticton takes an active role in economic development and has partnered with businesses, organizations and agencies to create a 2018-2022 Strategic Plan for economic vitality. The economic goals and policies outlined in this OCP reflect these directions. These should be regularly reviewed to ensure alignment with our economy as it evolves, to stay aligned with economic changes locally, nationally and internationally.

What You Shared ~ Community Feedback



What We Learned ~ Key Facts

Employment by Major Sectors - 2016



Top employers:

- Canada Revenue Agency
- City of Penticton
- Interior Health
- Ministry of Environment (Provincial & Federal)
- Service BC
- Service Canada
- School District No.67

The BIG Picture: What does this mean for our city?

- A strategic plan for economic vitality that stays aligned with changes locally, nationally and internationally
- A business community that is more in sync with one another
- More connections with key partners like Penticton Indian Band, Okanagan College and UBC Okanagan
- A business environment that encourages innovation, entrepreneurialism, retention and attraction



What does this mean for you?

- More opportunities for my spouse
- Recognition of childcare, housing, training, recreation and technology as important supports for workers
- Greater support for business owners and for workers
- More access to accurate and usable data to support informed decision making

ECONOMY

GOAL

Encourage and enhance communication with the goal of increasing awareness about how our economy works.

POLICIES

- Foster active communications between the City, business and other community partners through stakeholder engagement, facilitated events, and active outreach.
- Create and share data and information relevant and meaningful to the business community on a regular basis to enhance their understanding of key trends and indicators, and to foster informed decision making.
- Continue external marketing to position Penticton as a vibrant, forward-thinking city in order to continue to attract and retain high-quality businesses and skilled residents.

GOAL

Recognize the power of alignment and partnerships with local, regional, national and First Nations stakeholders and organizations.

POLICIES

- Foster collaborative working relationships with the Penticton Indian Band and regional, provincial and federal agencies and organizations.
- Support the economic and cultural growth of the Penticton Indian Band.
- Support and enhance existing partnerships with Okanagan College and UBC Okanagan in recognition of their contribution to the regional economy and as centres of innovation.
- Engage with stakeholders to ensure City plans, policies and processes support the growth of Penticton's economy.

GOAL

Create conditions for business to succeed and thrive as long-term contributors to the economy.

POLICIES

- Support and leverage priority industry clusters, and identify new clusters as they emerge, to provide economic benefits including shared knowledge and increased innovation.
- Support business by fostering an environment that supports and encourages innovation, entrepreneurial thinking and entrepreneurial business.
- Work with the business community and partners to increase capacity for business succession
Facilitate the alignment of post-secondary programs and business needs.

GOAL

Ensure that as neighbourhoods grow and change, a sense of place and character is maintained.

POLICIES

- Foster an environment that attracts new ventures in priority industry clusters.
- Develop and implement a holistic plan, in partnership with senior governments, to attract and retain businesses and skilled workers that encompasses strategies around communication, education and training, appropriate and affordable housing and childcare, support for remote workers, support for new immigrants, and promotion of regional attractants such as climate and lifestyle.
- Recognize that business growth is reliant on adequate availability across the housing spectrum, and work to develop policies that encourage housing development.
- Ensure zoning regulations provide opportunities for appropriate home-based work and telecommuting by supporting live-work units and flex suites in suitable locations.
- Encourage the development of high-quality 'class A' office space in attractive high-amenity areas of the city, particularly the Downtown.
- Support business investment and worker attraction to Penticton by adhering to high-quality urban design standards, mixing compatible land uses, providing parks, trails and amenities, protecting the natural environment, and supporting active transportation to create quality neighbourhoods.
- Continue to recognize the importance of the Penticton Regional Airport to Penticton's businesses, visitors and residents.

GOAL

Leverage the fundamental benefits offered by data, connected technology, renewable energy and innovation to create meaningful and positive outcomes for Penticton's residents.

POLICIES

- Provide access to accessible, accurate and useable data through initiatives and partnerships to empower citizens, inform decision making, and strengthen relationships between residents and public organizations.
- Encourage and support the use of connected technologies to foster relationships within the community and between the community and the City.
- Use the notion of conceiving of and creating a "smart city" as a focal point of community engagement and collaboration, and use the outcomes of the process to enhance connections in the community.
- Support and show leadership in the development of renewable energy projects and installations, and in agricultural and industrial innovation.
- Support and partner with post-secondary institutions such as Okanagan College and UBC Okanagan as important economic drivers and focal points of innovation.



Communication



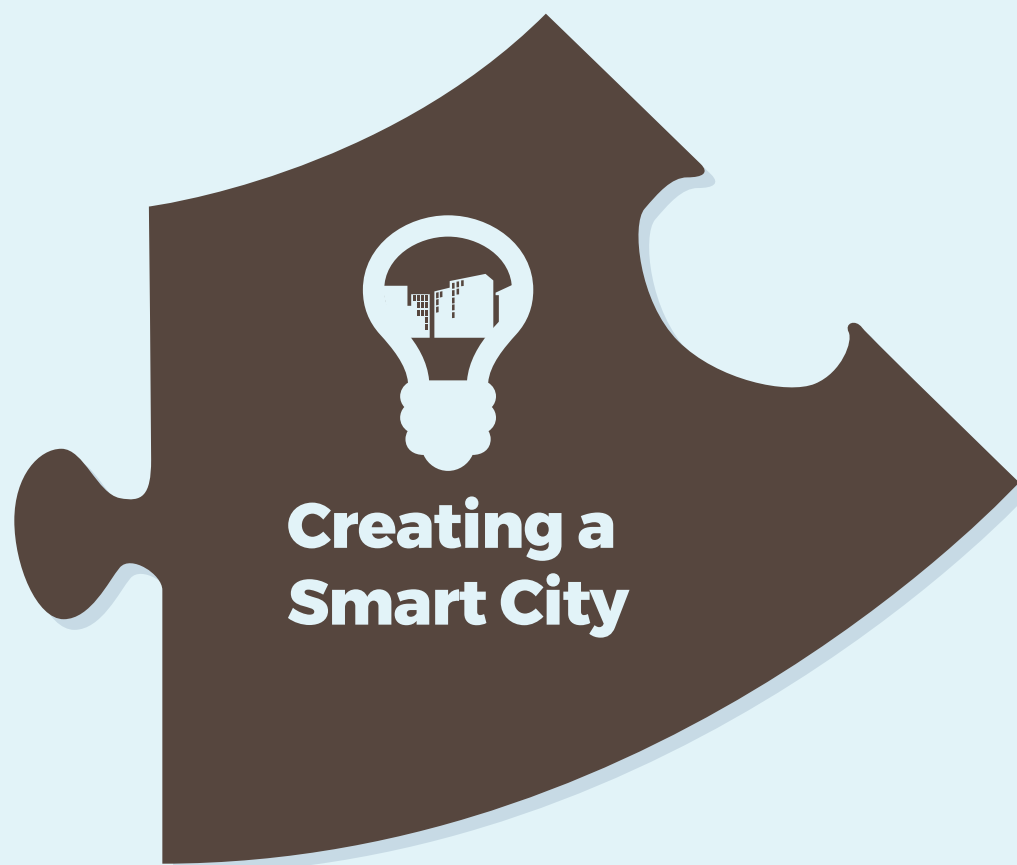
Collaboration to Meet Common Goals



Business Retention and Expansion



Business Attraction



Creating a Smart City

Draft OCP Policies



AGRICULTURE



2002 OCP ~ What has Changed?

- Slightly less land in the Agricultural Land Reserve (from 20% to 18.4%)
- Our growth rate is lower than anticipated resulting in reduction but not elimination of pressure on agricultural land
- Agriculture and agricultural lands still strongly valued
- Growing number of wineries: 12 in 2005, 44 today
- New opportunities for innovation with Okanagan College and Summerland Research and Development Centre
- Growing awareness around food systems

What You Shared ~ Community Feedback



Vision ~ What We Created Together

Agriculture has always been central to Penticton's identity and economy, and although it has evolved in many ways, it is still a part of our character and landscape. Agriculture and agricultural innovation will be supported and agricultural lands protected through this plan. We will take a holistic approach by planning for our local food system, which encompasses production, processing, distribution, consumption and disposal, and we will provide opportunities throughout the city for urban agriculture, which not only provides food, but also creates education opportunities around the value of growing what we eat.

VISION

Draft OCP Policies

What We Learned ~ Key Facts

800 Hectares of Penticton's land is in the Agricultural Land Reserve	80 Number of vendors at Penticton Farmer's Market which has been running every year since 1991	PENTICTON has 44 Wineries 5 Craft Breweries 2 Distilleries
--	--	--



The **BIG** Picture:

What does this mean for our city?

- Agriculture still central to our identity and economy
- Support for more active farming of agricultural lands
- More partnerships and focus on Penticton as a regional hub
- An urban landscape that includes hub for agriculture opportunities



Selfie

What does this mean for you?

- More education around growing what we eat
- More opportunities for markets
- Increased access to healthy and affordable food



AGRICULTURE AND FOOD SYSTEMS

Draft OCP Policies

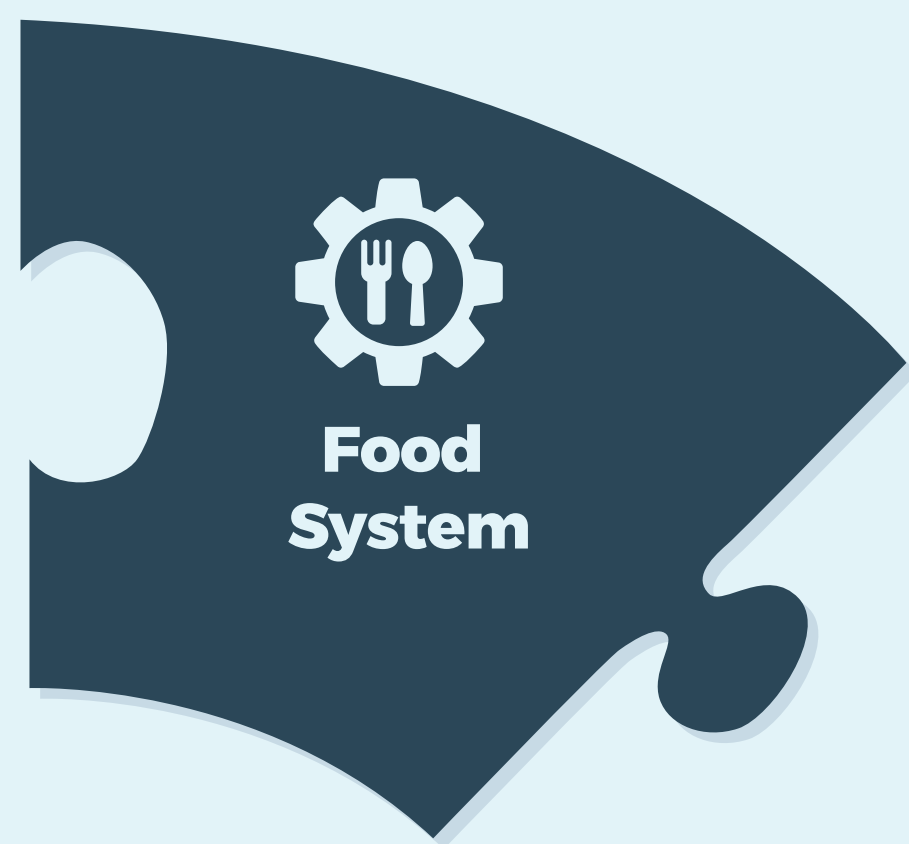


GOAL

Support, protect and enhance agriculture as a central component of Penticton's economy, character and identity.

POLICIES

- Work with the Agricultural Land Commission (ALC) to ensure that agricultural activities remain the primary use on lands within the Agricultural Land Reserve (ALR) and encourage active farming use of those lands. Proposed compatible non-farm uses non-soil-based agriculture should be comprehensively reviewed to ensure there are no short-term and long-term negative impacts on agricultural viability.
- Support and showcase agriculture (including viticulture) research and best practices.
- Further develop Penticton's role as a hub for the South Okanagan wine region and fruit production through support and promotion of educational and research initiatives, innovation and intra-regional partnerships.
- Update the 2005 Penticton Agriculture Plan to reflect the priorities in this OCP, our evolving agricultural economy, adaptation strategies relating to climate change and extreme weather events, consideration of ecological and cultural values, and input from a diverse range of agricultural stakeholders.
- Discourage subdivision of agricultural lands. In most cases, City utilities and services will not be provided to these lands to discourage development of non-agricultural uses.
- Provide continued support for outdoor markets, community supported agriculture (CSAs), buy-local campaigns, and farm-gate sales to support local and regional food producers and to promote Penticton's agricultural identity and economy.
- Explore the feasibility of establishing a year-round market facility to support local growers, improve access to local food and promote our agricultural sector.



GOAL

Create and Implement a Local Food System Strategy.

POLICIES

- Create and implement a comprehensive Local Food System Strategy that reflects the core community values established in Penticton's Official Community Plan. The Strategy should address the growing, harvesting, processing, packaging, transporting, marketing, consuming, and disposing of food.
- Work collaboratively with the Syilx (Okanagan) Nation, Interior Health, School District 67, agricultural associations and relevant community groups and non-profits to enhance capacity for food system sustainability.
- Partner with community organizations on awareness and education campaigns to boost support for food systems, such as local procurement campaigns and regional composting.
- Increase access to healthy and affordable food retail and services within all neighbourhoods through land use planning, and through connections created by active transportation networks and public transit.
- Strengthen community-scale food system supports, such as community kitchens and school gardens.



GOAL

Expand food production in urban and suburban areas of Penticton.

POLICIES

- Review zoning and other relevant regulations and use existing land and infrastructure, where appropriate, to increase local food access and production.
- Integrate urban agriculture opportunities into multi-family, mixed-use and commercial developments, available rights-of-way, boulevards, and civic facilities. These can include community gardens, intensive small-plot farming, edible landscaping, orchards, bee-keeping, pollinator gardens and rooftop gardens.
- Encourage and facilitate urban agriculture on vacant and underutilized lots throughout the city through lease agreements and in-kind supports to produce food, create vibrant places and build community.
- Partner with the School District and community organizations on projects that provide education around the growing, processing and distribution of local food.
- Incorporate native edible landscaping into public lands, parks and private developments.



ENVIRONMENT



2002 OCP ~ What has Changed?

- Increasingly visible evidence of a changing climate - wildfires, flooding and extreme weather.
- Awareness of environmental issues has increased, and regulatory guidelines have evolved.
- Penticton's Parks and Recreation Masterplan has been recently approved and makes a series of recommendations around protecting, expanding and usage of parkland.
- Heightened emphasis on species at risk and the effect development has on them.
- Growing recognition of the benefits of urban forests and sustainable landscaping.

What You Shared ~ Community Feedback



Vision ~ What We Created Together

As Penticton grows, we will protect and enhance our natural environment through informed land use decisions, best management practices, and energy and waste reduction. Strategies to make Penticton resilient will be implemented in recognition of the impacts of weather and climate-related stresses associated with a changing climate, such as wildfire, flooding and extreme weather events.

VISION

Draft OCP Policies

What We Learned ~ Key Facts

1 of 3

Places in Canada identified as having nationally significant biodiversity

42 %

Land base that contains ecosystems ranked high or very high in importance for conservation

6%

Of sensitive ecosystems have been designated as open space or protected through parks or zoning

As a signatory to the BC Climate Action Charter, we have committed to:

- Becoming carbon neutral in our corporate operations
- Measuring and reporting our community's greenhouse gas emissions
- Creating complete, compact, more energy efficient communities
5% overall community reduction in GHG emissions from 2007 levels by 2020 (20% reduction per person)
- 10% overall community reduction in GHG emissions by 2030 (35% reduction per person)
- Corporate reduction goals to reduce GHG emissions by 20% by 2020



The **BIG** Picture: What does this mean for our city?

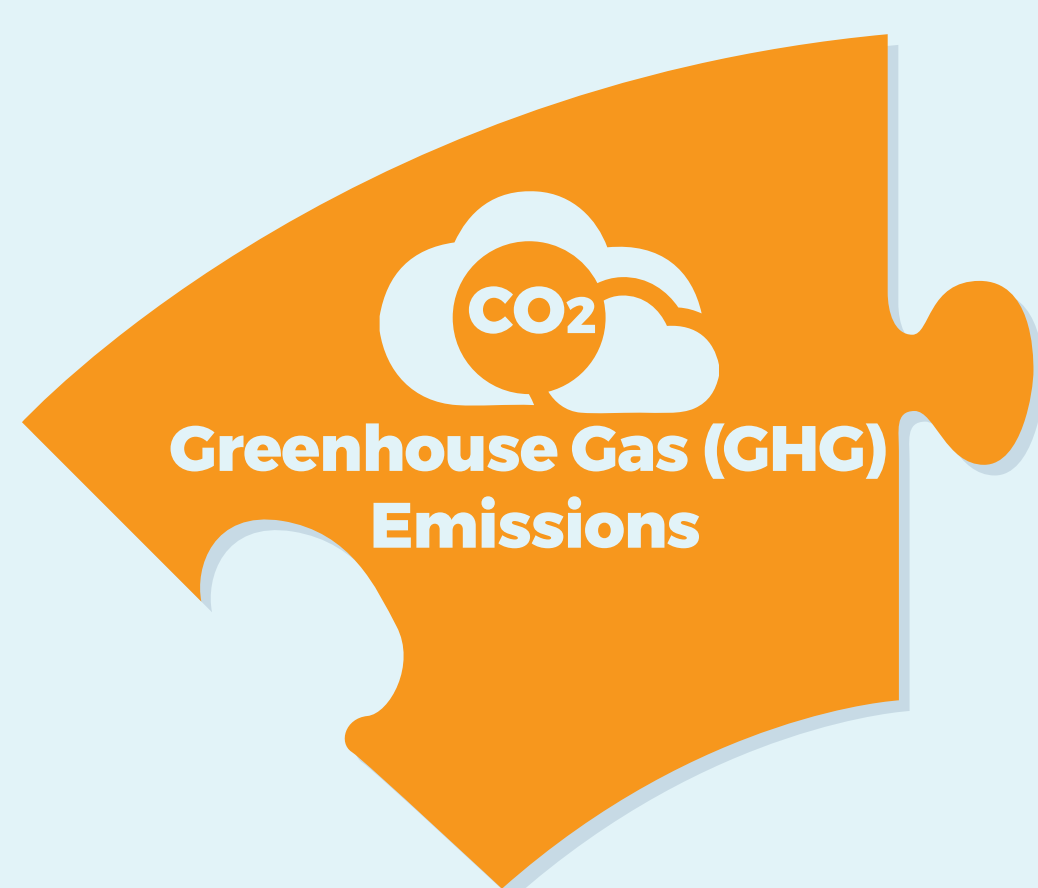
- Community that explores and supports renewable energy
- A stronger Corporate Climate Action Plan for Penticton
- Less solid waste means an extended life for our landfill
- An Urban Forest Strategy means more trees
- Greater consideration of protection for environmentally sensitive areas and wildlife
- Penticton prepared to adapt and respond to environmental stresses



Selfie: What does this mean for you?

- Compact, mixed-use neighbourhoods that are energy efficient
- Possible incentives for energy efficiency in development
- Composting options and food waste diversion
- Support for transit, walking, cycling, car-sharing and low-emission vehicles

Environment and Resilience



GOAL

Actively monitor GHG emissions and meet or exceed city-wide and corporate (City of Penticton) GHG reduction targets in the City's Climate Action Plans.

POLICIES

- Continue to achieve and maintain carbon neutrality in City of Penticton corporate operations.
- Update the 2011 City of Penticton Corporate Climate Action Plan and Community Climate Action Plan by 2020, and implement their recommendations.
- Undertake a Community Energy and Emissions Inventory (CEEI) by 2020 to identify and monitor city-wide emissions from transportation, buildings, and solid waste, so as to better understand our carbon footprint as a community.
- Create complete (mix of housing, employment and amenities), compact, more energy-efficient neighbourhoods.



GOAL

Promote and support energy reduction practices and support local renewable energy production.

POLICIES

- Encourage energy reduction in new buildings and renovation through adoption and active implementation of the BC Energy Step Code (Building Code), promotion of new technology and energy-efficient building retrofits.
- Explore incentives, such as fee reductions and bonus density, to encourage development at the highest levels of the BC Energy Step Code.
- Lead by example through the implementation of energy-saving measures and green building innovation in the development and renovation of City facilities.
- Encourage the development of compact, mixed-use neighbourhoods, and support transit use, walking, cycling, car sharing and low-emission vehicles.
- Explore and support initiatives to produce renewable energy, such as photovoltaic/solar (solar gardens, large and small-scale installations), heat exchange, geothermal, and district energy systems.



GOAL

Create a Solid Waste Management Plan and organics diversion program to divert recyclables and organics from the landfill, reduce waste and energy use, protect the environment, and extend the life of our landfill.

POLICIES

- Create and implement a Solid Waste Management Plan (SWMP) to reduce the amount of solid waste requiring disposal.
- Implement an organics and food waste diversion program to reduce landfill dependence and generate by-products such as compost, natural gas and biofuels.
- Investigate the feasibility of new technology that achieves benefits from the waste stream, such as waste-to-energy production.
- Continue to support evolving recycling best practices and to divert any recyclable material from landfills.
- Assess the feasibility of collecting and recycling industrial, commercial, and institutional (ICI) recyclable materials.



GOAL

Preserve, protect, restore, and enhance the city's natural environment and biodiversity.

POLICIES

- Identify environmentally sensitive areas (ESAs) and riparian areas, and protect them through application of the Environmentally Sensitive and Watercourse Development Permit Guidelines.
- Identify, preserve, protect, connect, restore and enhance wildlife corridors.
- Identify and designate selected key lands for conservation-oriented parks and protected areas.
- Recognize the value of urban trees to store carbon, reduce water run-off, buffer windstorms and mitigate summer heating impacts.
- Create and implement an Urban Forest Strategy to identify and monitor the percentage of vegetation and canopy cover, and to develop direction on strategies to increase canopy cover and vegetation densities, and to regulate the removal of existing trees.



GOAL

Ensure that Penticton continues to adapt and thrive in the face of anticipated environmental stresses, such as a more extreme climate, and sudden events, such as wildfires and floods.

POLICIES

- Protect neighbourhoods and agricultural areas in wildfire interface areas, and the city at large, through implementation of FireSmart principles in new neighbourhood design, building construction and the management of individual properties.
- Continue to work with the Province to identify, analyze, refine and map the elevation and horizontal extent of the high water marks of a 200-year flood, and provide information on the spatial distribution of flood construction levels.
- Minimize exposure to future flood damage by avoiding or minimizing development in the floodplain, developing for less-sensitive uses (e.g., parks and greenspace, or, when development cannot be avoided, implement flood mitigation measures).
- Mitigate the impacts of potential flooding on buildings and properties in the floodplain area through design and site grading prior to construction.
- Continue to Implement the Penticton Creek and Ellis Creek Masterplans to mitigate flooding and to restore habitat.
- Promote a sustainable approach to water management by reducing water waste and encouraging water use efficiency, and work with industry/agriculture partners (e.g., the viticulture sector) to implement best practices.
- Increase water storage capacity will need to meet the joint challenges of population growth and climate change.
- Implement stormwater best management practices such as absorbent landscapes, infiltration swales, rain gardens and pervious paving to minimize runoff and increase on-site retention and infiltration.
- Update the City's geotechnical hazard mapping by 2021 to manage development in silt bluff and steep slope areas.



PARKS & RECREATION



Direction and guidance in this area is provided in the Parks and Recreation Master Plan, approved in 2018.

2002 OCP ~ What has Changed?

- Goals and policies ranged from providing sufficient space for parks and trails and protecting parkland to some site-specific recommendations
- Lands designated Parks and Recreation included both public and private lands
- Designated Environmentally Sensitive Development Permit Areas, Environmental Areas and Riparian Assessment Areas
- Contained a Natural Features Map that sought to bring awareness of fragile habitat areas

What You Shared ~ Community Feedback

Community Engagement was a strategic priority in creating the Parks and Recreation Master Plan.



Targeted Interviews

2002 OCP

COMMENTS

KEY FACTS

Vision ~ What We Created Together

Penticton's parks are highly valued for their environmental, health, social and economic benefits, and they are a defining component of our city's character. Recreation in many ways defines us as well, as we are an active population, taking advantage of our developed parks, natural areas, beaches and recreational facilities.

VISION

A vision was approved in 2018 for the Parks and Recreation Master Plan:

- Penticton is a place to stay forever because we cherish our exceptional natural setting between two lakes.
- We will continue to invest in accessible and equitable parks and recreation facilities for the well-being of all our citizens.
- Our city will remain the destination of choice for those who appreciate the opportunities that our Okanagan home provides.

Draft OCP Policies

What We Learned ~ Key Facts



Key themes of the 2018 Parks and Recreation Master Plan are:

- Protection of park land in perpetuity
- Ensuring that park and recreation amenities meet the needs of residents as we grow
- Financial responsibility to taxpayers and the city

The parks and recreation goals and policies in the OCP reflect the values and priorities identified in the Master Plan process. While direction is provided through the OCP, specific directions and details around implementation are provided in the Parks and Recreation Master Plan.

PARKS & RECREATION

GOAL

Provide, protect, and enhance public parks, natural areas and trails in Penticton.

POLICIES

- Adhere to the minimum active parkland ratio (hectares/1,000 population) as defined in the Parks and Recreation Master Plan to serve the existing and future population, through dedicated use of City land and through strategic land acquisition as required.
- Increase the supply of neighbourhood parks to provide additional park land and community gathering opportunities as our population grows and our city densifies.
- Protect parks as public assets through the implementation and adherence to key City bylaws and policies, such as the Park Dedication Bylaw, Zoning Bylaw and Park Land Protection & Use Policy.
- Implement the Parks and Recreation Master Plan Park Design Guidelines in the design of new and upgraded parks, which include elements such as universal design, provision of shade trees, rainwater management, public art and urban agriculture.
- Inventory natural areas within city limits and prepare management plans to protect, expand, restore, enhance and manage them.
- Create a network of interconnected trails throughout the City, connecting the lakes, schools, parks, and recreational facilities, and coordinate with neighbouring jurisdictions to complement the regional trail network, including the River Channel Parkway.
- Protect and provide a variety of outdoor recreation opportunities at beaches through planning, engagement targeted capital investment and sustainable management.



GOAL

Parks and recreational facilities will be designed and run sustainably, responsibly and safely.

POLICIES

- Provide a system of diverse parks and recreational facilities that are comfortable, safe, accessible and attractive, with social spaces as well as recreation amenities.
- Ensure that parks and recreational facilities are designed, maintained and managed using environmentally-sustainable practices.
- Manage the use of parks so that all residents and visitors feel safe and secure using them.

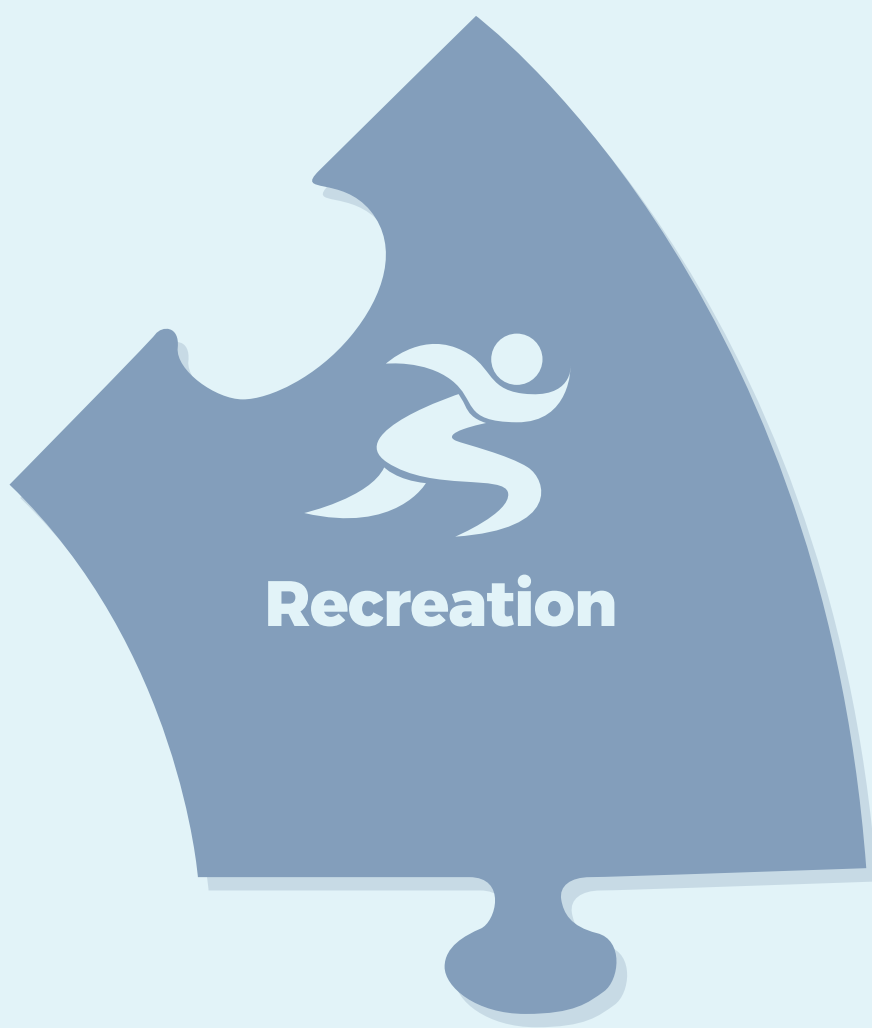


GOAL

Provide opportunities for indoor and outdoor recreation that meet community needs, protect our parks and natural areas, provide economic development benefits and support tourism opportunities.

POLICIES

- Plan for, design and invest in upgrades and improvements to parks such as playgrounds, washrooms, spray parks and urban agriculture opportunities to improve the recreational experience and community gathering opportunities, using the priorities identified in the Parks and Recreation Master Plan.
- Engage in long-term facilities planning and capital planning, and explore funding and development partnerships to ensure there is long-term availability of needed indoor recreational facilities such as ice surfaces, dry surfaces, or tennis and curling centres.



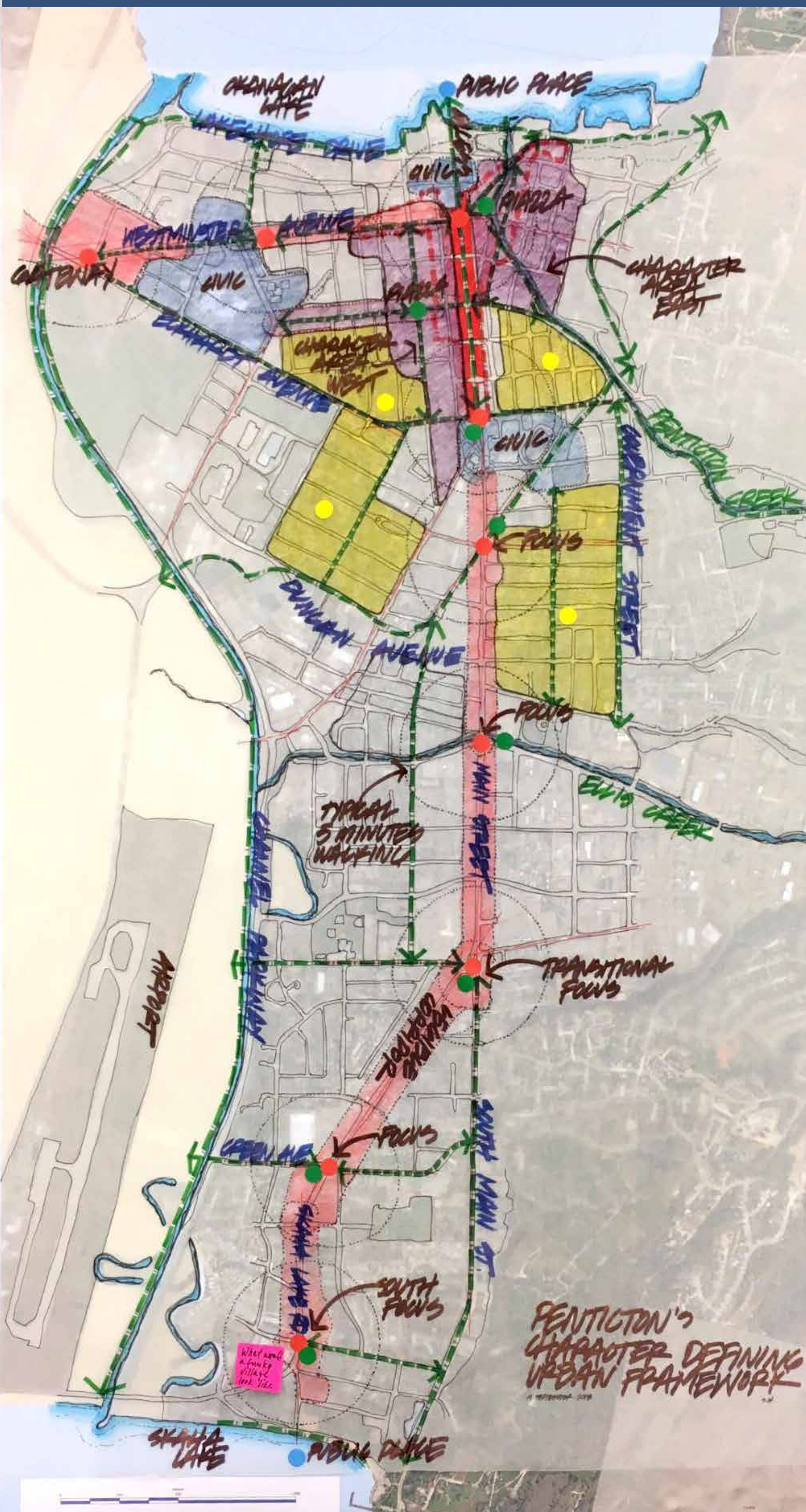
UPDATING OUR GUIDELINES

YOUR
IDEAS

As part of the City of Penticton's current effort to update the Official Community Plan (OCP), city-wide Development Permit guidelines for "form and character" are being reviewed and further developed.

As a means to ultimately support the goals and objectives of the OCP, the guidelines are intended to identify and strengthen Penticton's best qualities. A set of overall design principles reflects the overall intent.

A FRAMEWORK FOR DESIGN



OVERALL DESIGN PRINCIPLES

1. **Unique Setting & Climate:** Buildings and landscapes should respect and reflect the natural setting and climate of Penticton to enhance its unique sense of place
2. **Public Benefit:** Development should support public objectives
3. **Human Scale:** Buildings should be designed to create a sense of human scale and small-scale ownership
4. **Walkable and supportive of alternative transportation modes:** development should support a high quality, safe and comfortable pedestrian realm and accommodate for cyclists and alternative transportation.
5. **Present a friendly face to the street:** Buildings should engage the street with entrances and architectural detail at eye level to create interest, comfort and safety for the pedestrians.
6. **Respect your neighbour:** new buildings should respect neighbouring buildings by creating gentle transitions in scale & protecting access to sunlight and views.
7. **Enhance the Public Realm:** Development should provide or contribute to open space and the public realm
8. **Subordinate parking:** Parking should not visually dominate the site
9. **Sustainability:** buildings and landscaping should allow natural ventilation, solar orientation, energy efficiency and water conservation.

ENGAGEMENT-LED DESIGN



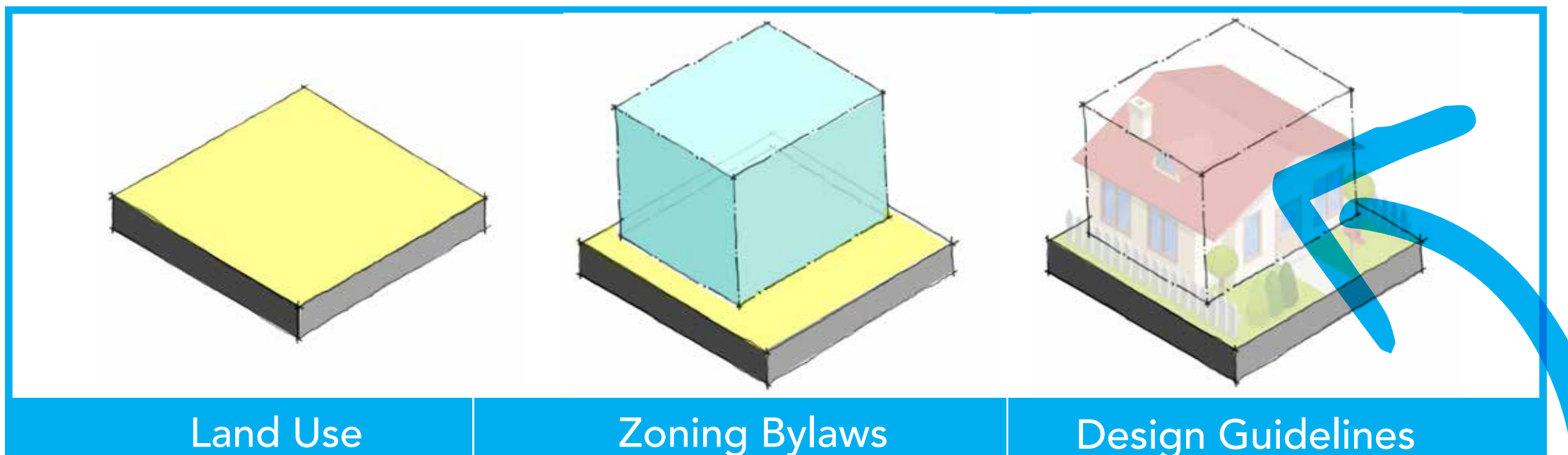
The City of Penticton invited MODUS Planning Design & Engagement to help facilitate a week-long design charrette to develop the Design Guidelines.

Input from a bus tour, the public forum, key stakeholder workshop, OCP Task Force meetings and staff helped to develop and refine a series of big ideas and key direction for further development.



THE DESIGN CHARRETTE

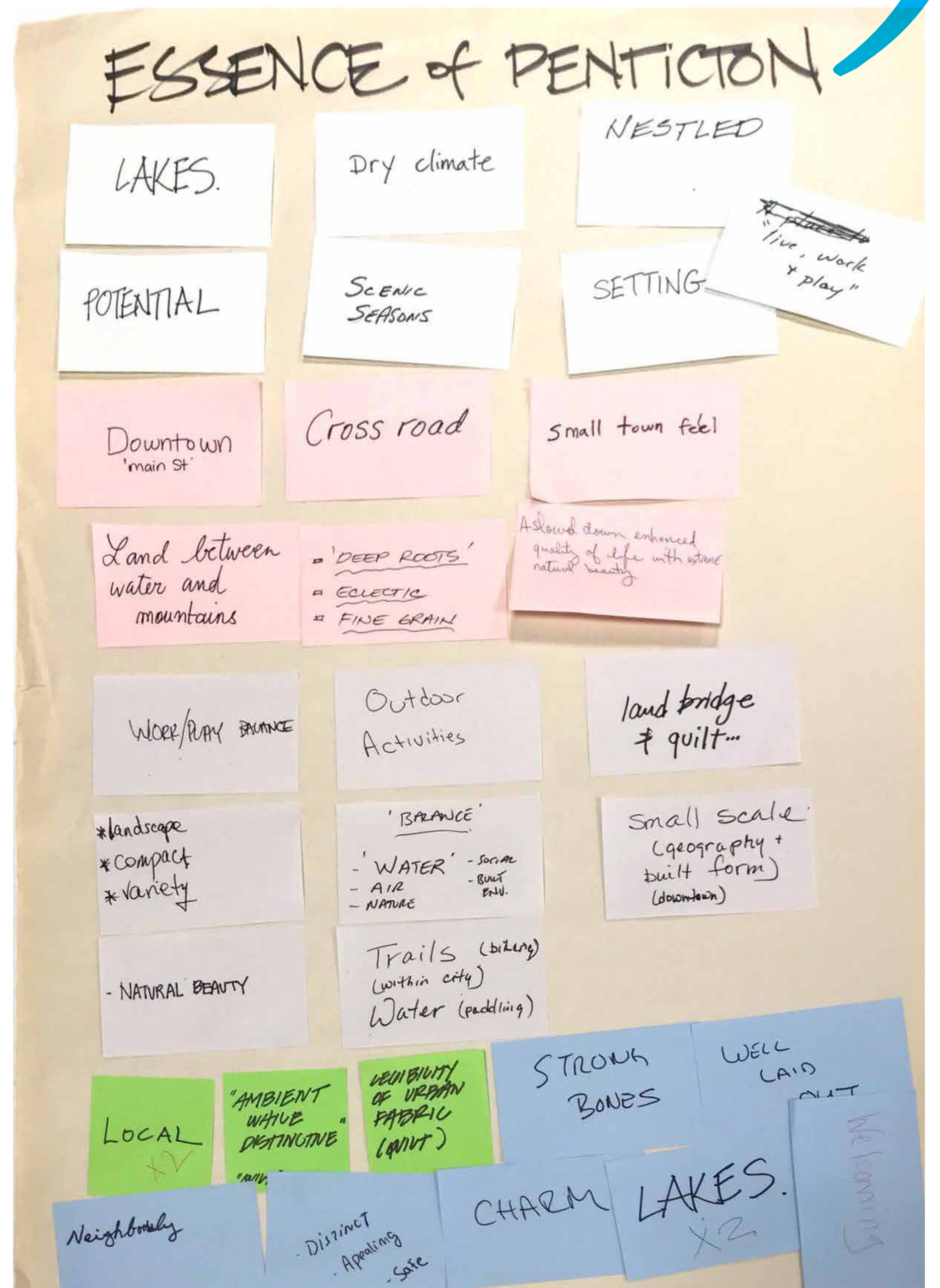
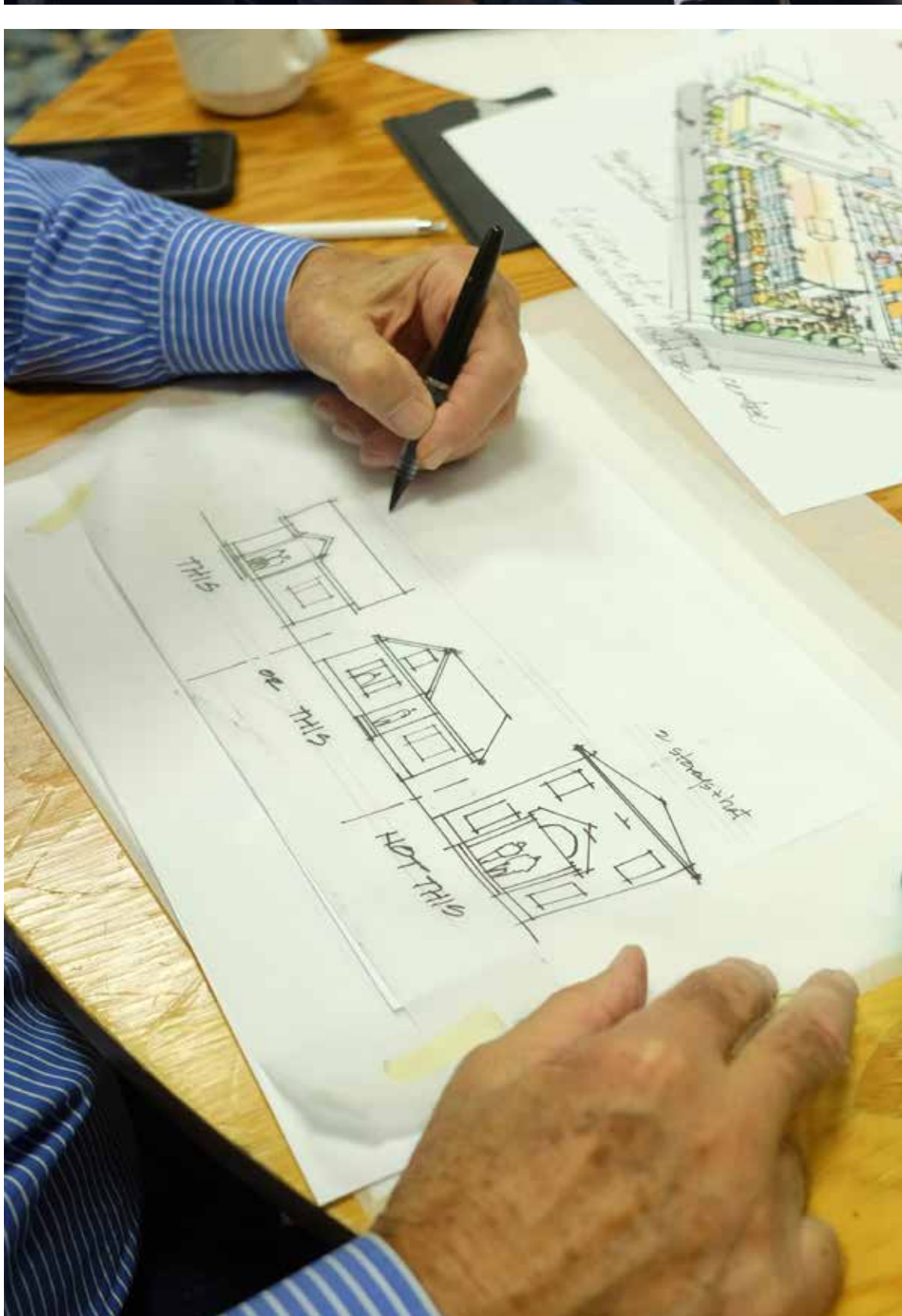
The collaborative and creative process allowed community interests to guide the design and development of design guidelines, translating the "essence of Penticton" into a series of strategies to shape the look and feel of future development.



Land Use designations regulate the location and intensity of all development within the City of Penticton.

Zoning regulates specific permitted uses, as well as the scale of development permitted (max. height and min. setbacks).

Design Guidelines help direct the form and character of neighbourhoods and manage the "look and feel" of site design, architecture and landscape design.

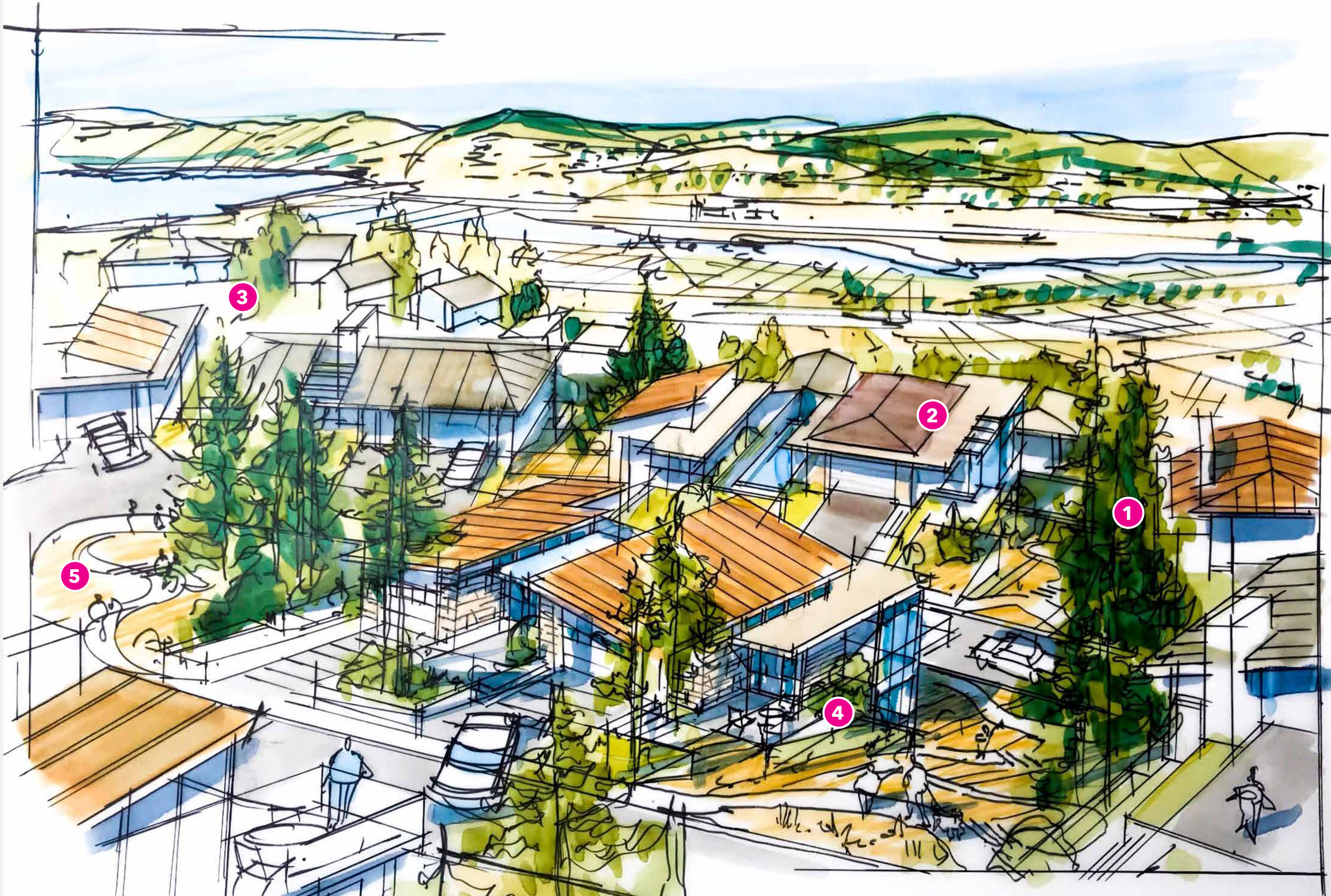


HILLSIDE DEVELOPMENT



Hillside Development refers to development located on sloping terrain and requiring a range of special considerations to mitigate impacts.

ILLUSTRATION OF STRATEGIES



- 1 Sideyard vegetation of hillside plantings helps fit with the natural landscape and climate
- 2 Low-slung roof forms protect and enhance views towards the valley and lakes from above.
- 3 Avoid unnecessary scarring of the hillside landscape to protect views back to the hillside through clustering of buildings on gentler slopes
- 4 Create a sense of built form growing from the land through stepped architectural forms
- 5 Create connections for people and wildlife through sidewalks and wildlife corridors.

JUSTIFICATION

Penticton is, in large part, defined by its unique topography, setting and views. The hillsides of Penticton are at the heart of its unique natural setting and cultural landscape. Poorly managed development on hillsides can have a negative impact on the natural environment, disrupt views to and from the hillside and create communities highly reliant on the automobile for travel.

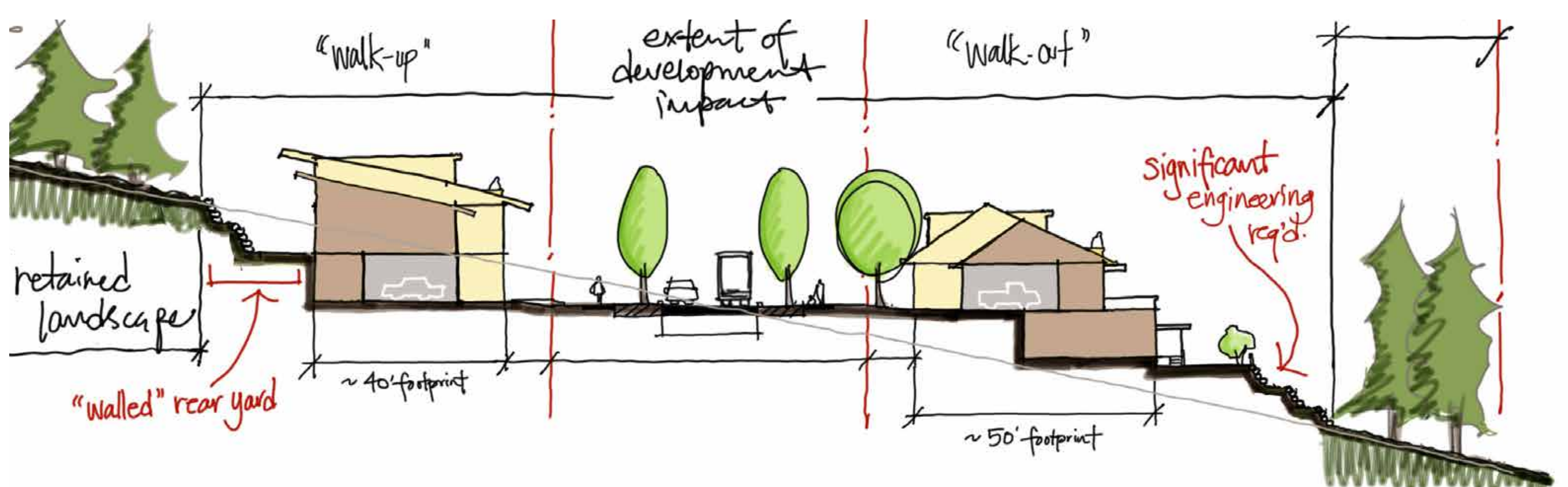
INTENT

The intent of these guidelines is to guide development on hillsides to show respect for the natural setting by minimizing ecological and visual impacts and creating a form of development that 'settles' into the landscape. In addition, they are intended to mitigate the typical hillside challenges of low connectivity and poor walkability by making special efforts at creating pedestrian and cycling connections and enhanced community features.



A particularly good local example of building architecture integrated into the landscape

Analysis of a "typical" cross section reveals the opportunities for landscape retention given current street standards and market housing preferences.

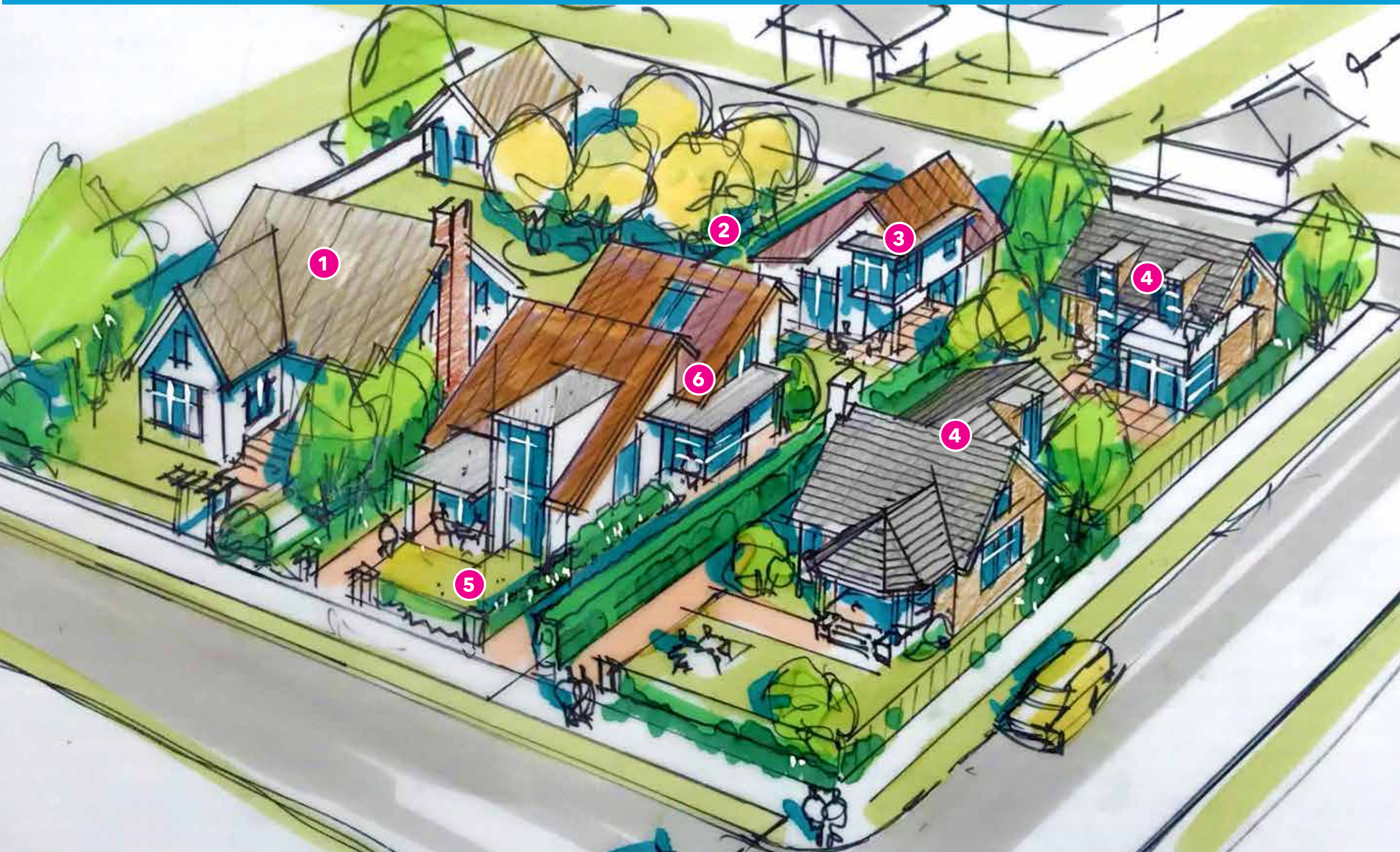


INTENSIVE RESIDENTIAL



Intensive residential includes single detached houses with secondary suites / carriage house, small lot residential development, duplexes, triplexes and cluster homes.

ILLUSTRATION OF STRATEGIES



- 1 Existing home unchanged
- 2 New infill: 3 units with back to back duplex and laneway house
- 3 Use compatible and appropriate materials
- 4 Existing residence retained with new addition and laneway carriage house
- 5 Respect outdoor and yard setbacks
- 6 Respect roof forms and massing of adjacent homes

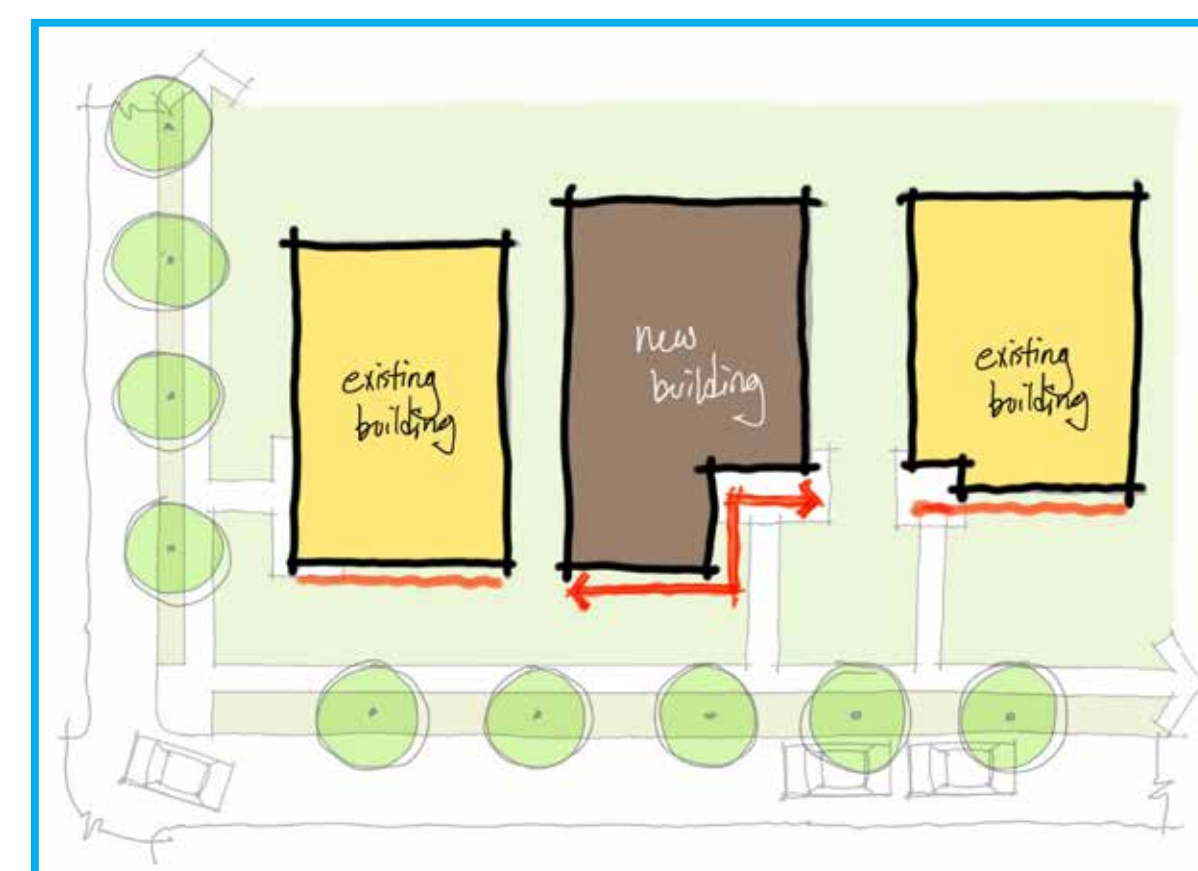
JUSTIFICATION

Intensive residential is located in single-family residential neighbourhoods, primarily in areas serviced with lanes, close to neighbourhood-scale amenities (services, parks) and where gentle densification is most appropriate. Intensive residential development can potentially have a large impact on the public realm and on neighbours.

Guidelines will outline strategies for access to sunlight, respecting the privacy of existing residents, and transitioning scale of buildings and density with an emphasis on neighbourliness.

INTENT

The intent of the Guidelines is to introduce new residential capacity in established neighbourhoods that strengthens livability, neighbourliness, and visual interest in a way that recognize and respects local scale and patterns of development



while minimum setbacks are regulated within the zoning bylaw, guidelines for siting of intensive residential (infill) consider the context of adjacent homesites and the transition of space between existing and new development.



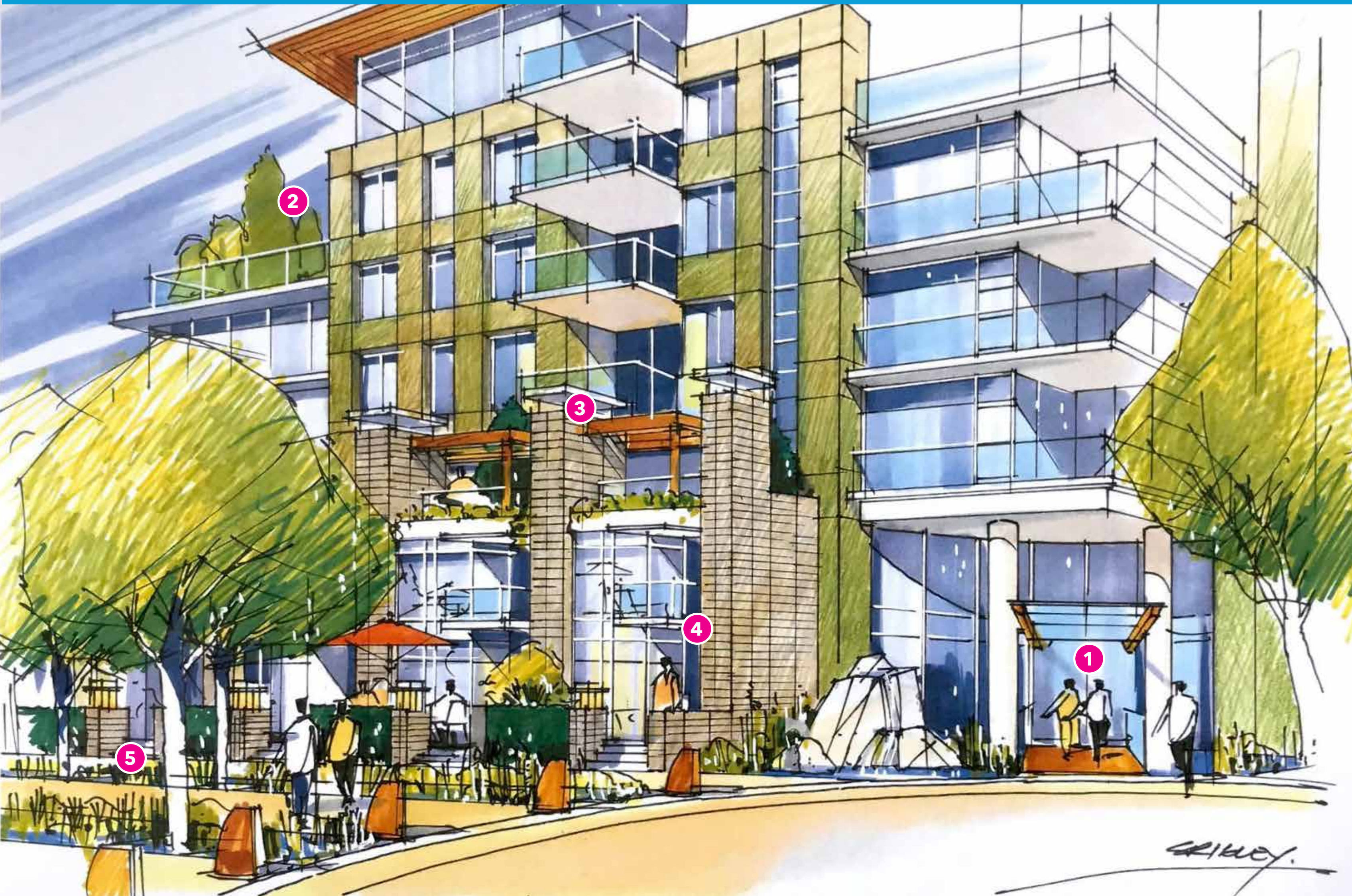
intensive residential (infill) development can offer a increased diversity of housing (to support objectives related to affordability and ageing in place) while improving the pedestrian experience through streetscape enhancements.

MULTIFAMILY RESIDENTIAL



Multifamily residential includes a wide range of higher-density housing forms, including multiplexes, row-houses, townhouses, low-rise apartments, and high-rise apartments.

ILLUSTRATION OF STRATEGIES



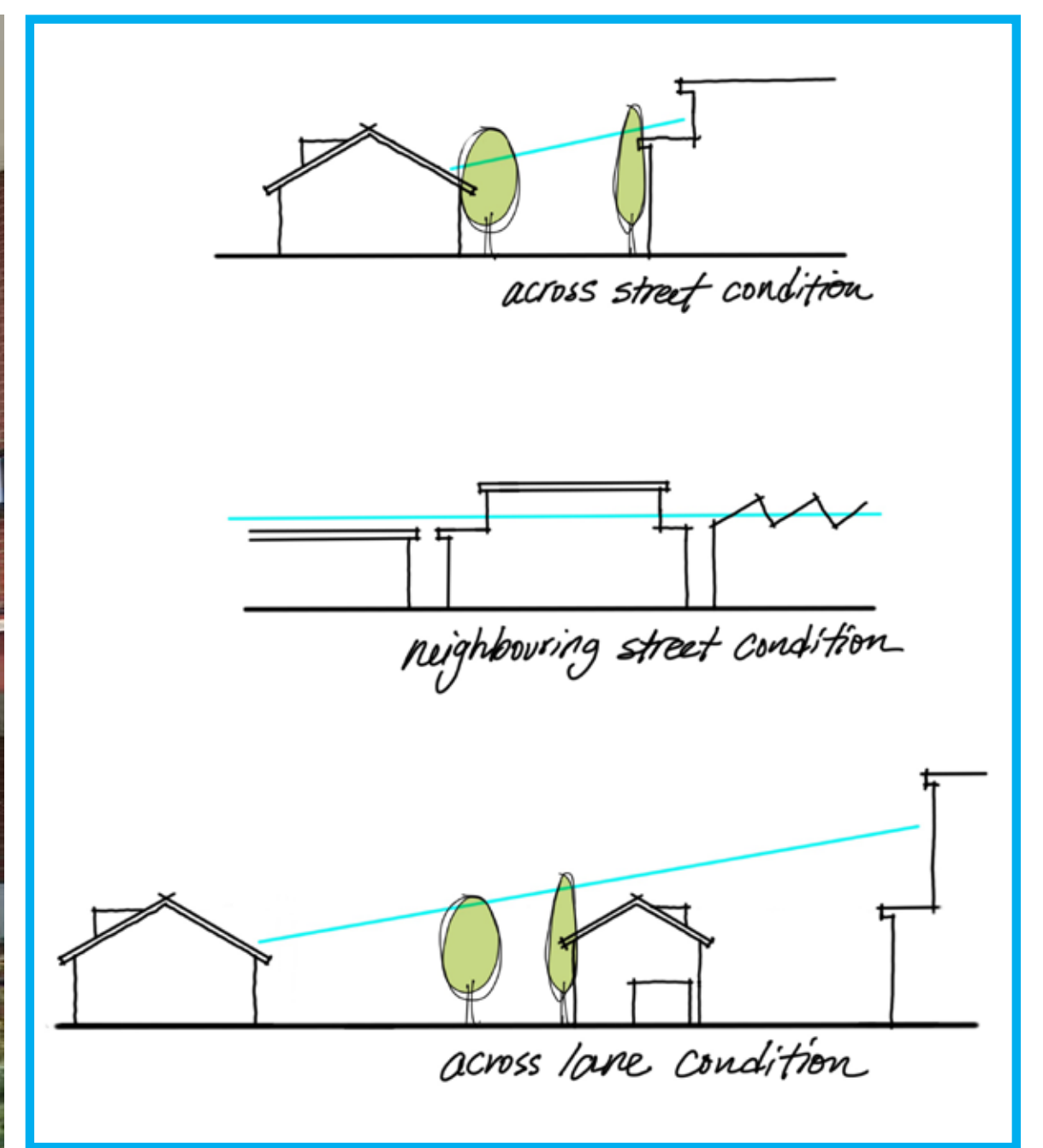
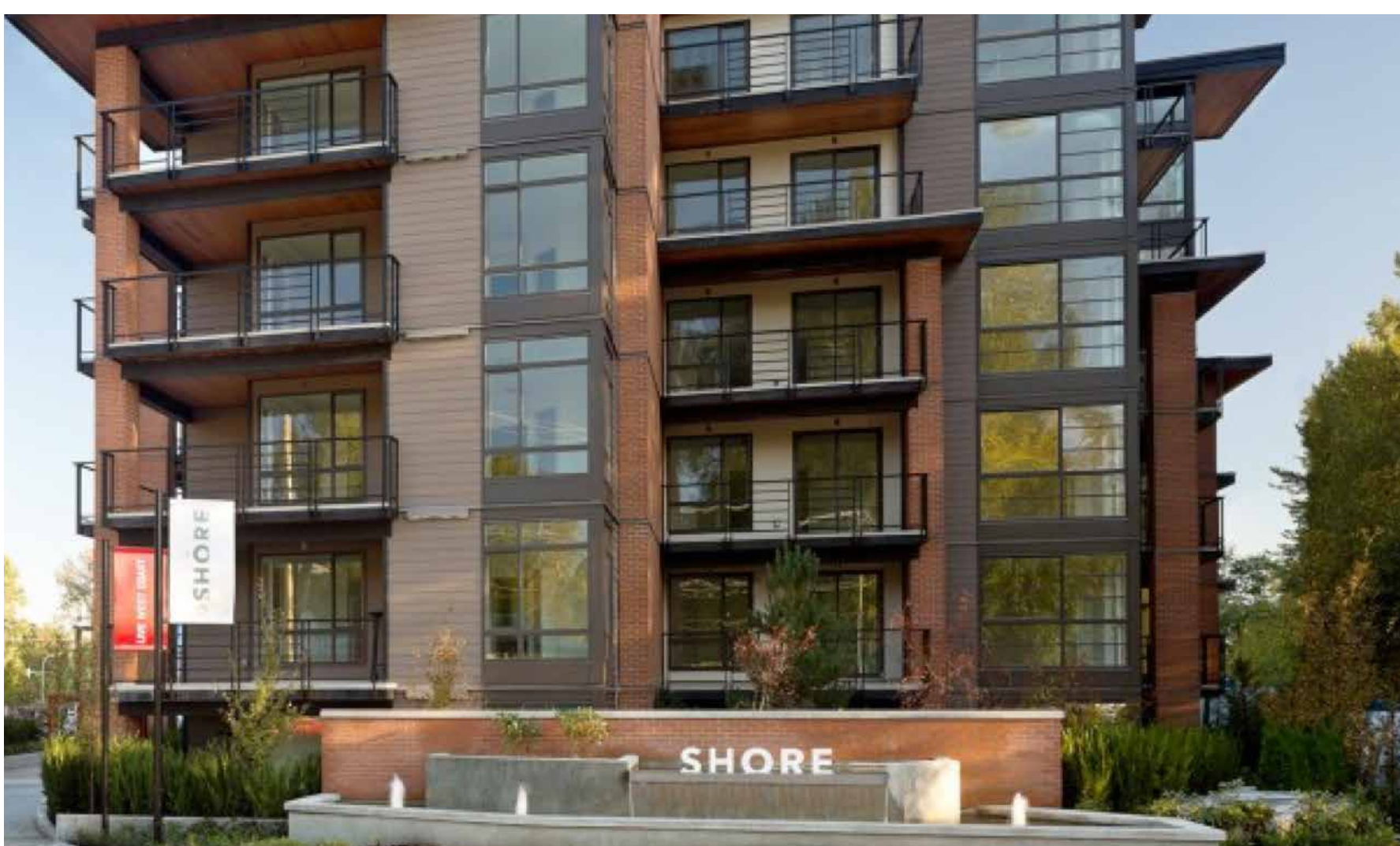
- 1 Prominent entrances and/or lobbies
- 2 Stepped roofs help transition scale and provide outdoor amenity spaces for residents
- 3 Design of facades to feature local materials creates visual interest and helps break up the appearance of large, monolithic forms.
- 4 "Faced" with townhomes, apartments better engage the street and activate the sidewalk with front doors and patios.
- 5 Landscape design helps transition between public and private spaces on the ground level with plant material and low walls.

JUSTIFICATION

Where ground-oriented intensive residential forms are determined insufficient in achieving planning objectives related to housing choice (e.g. in support of affordability, housing choice, and locating more people in close proximity to amenities and services), certain neighbourhoods and areas along prominent corridors have been designated for multifamily development to accommodate this demand.

INTENT

Guidelines for multifamily housing will be developed as a means to enhance neighbourhoods and direct sensitive transitions in scale and density by addressing issues such as privacy, landscape retention and neighbourliness to reduce neighbourhood potential conflict as development is planned and constructed.



transitions across streets and lanes - as well as adjacent to existing buildings - are key considerations for ensuring compatible development.

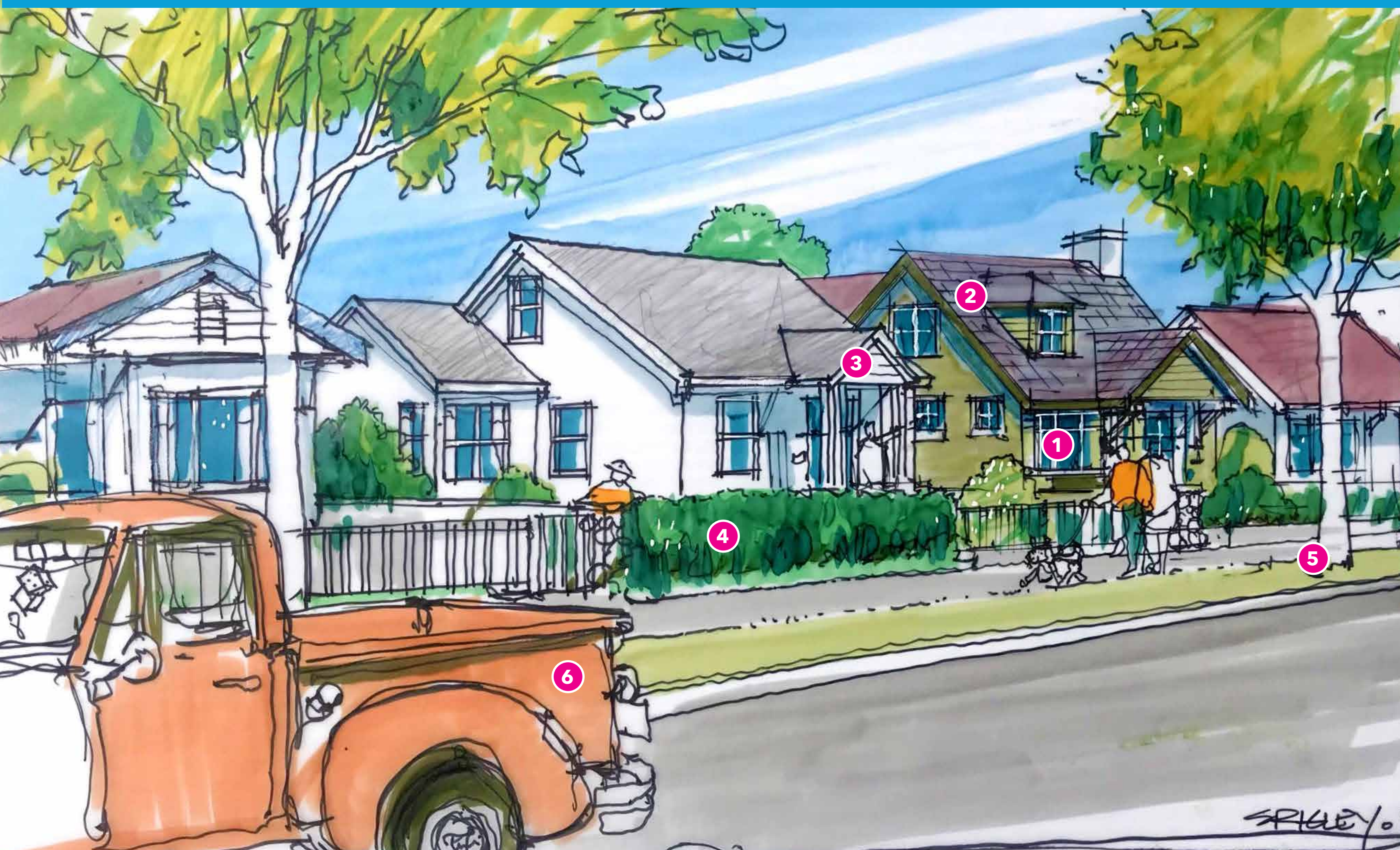
HERITAGE NEIGHBOURHOODS



Neighbourhoods having special historical significance and character have been identified as heritage neighbourhoods and include:

- **Wartime District ("K Streets"):** an area of primarily post-war housing of modest size sited in a mature tree-lined streetscape
- **Windsor Avenue Neighbourhood:** a largely-intact area of pre-war housing featuring deep lots and a consistent architectural feel.

ILLUSTRATION OF STRATEGIES



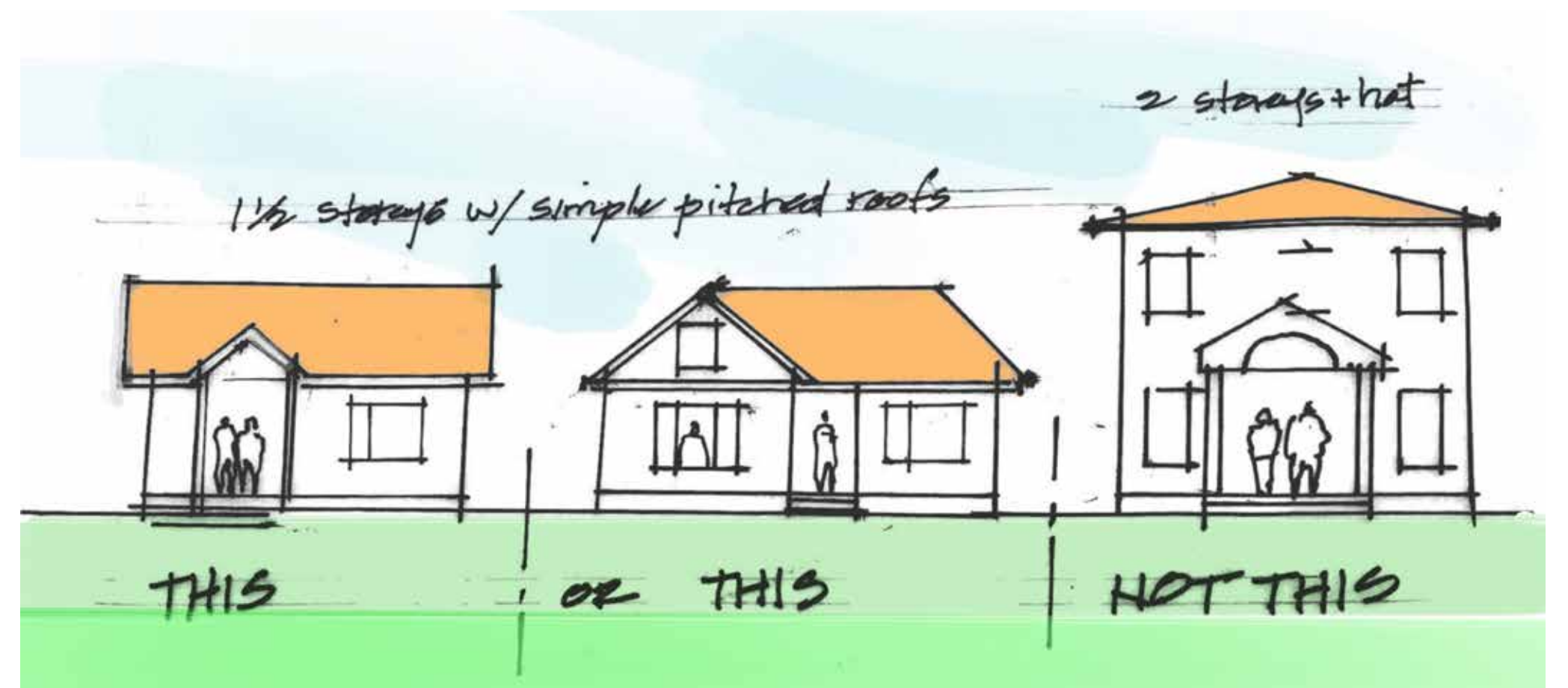
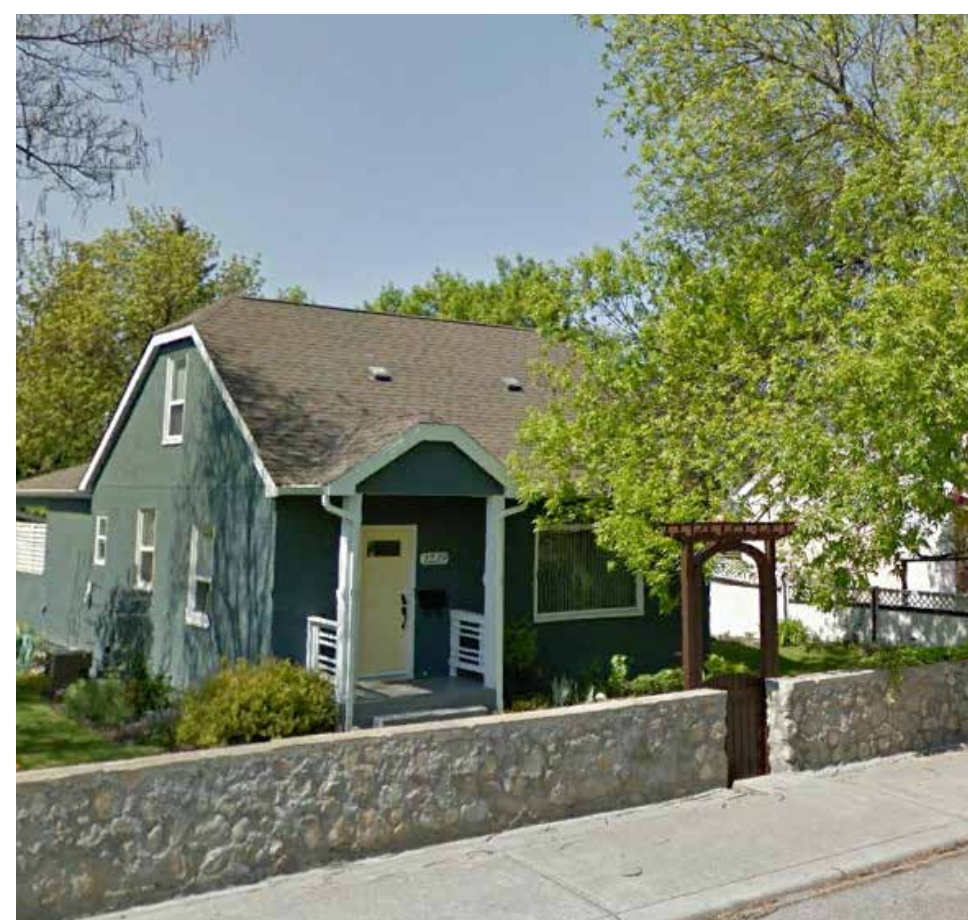
- 1 New Infill: maintains the rhythm and scale of the existing street, for instance through 1.5 storey massing and simple roof forms.
- 2 Upper floor development within roof form
- 3 Simple materials and details
- 4 Low fences or hedges and open front yards
- 5 Re-establish tree plantings and the traditional grass or landscaped edge.
- 6 Parking on street with service/garage access through the lane.

JUSTIFICATION

Heritage neighbourhoods speak to and remind us of a community's past, teach us important lessons about vernacular architecture and create a unique sense of place. In the absence of design guidelines, new development may be out of character and scale and undermine the heritage qualities of the neighbourhood.

INTENT

The intent of the heritage design guidelines is to ensure that redevelopment, additions, and infill respect and promote the traditional elements of postwar development, including generous unfenced front lawns, low-pitched roof forms and postwar starter home architectural expression and materials.

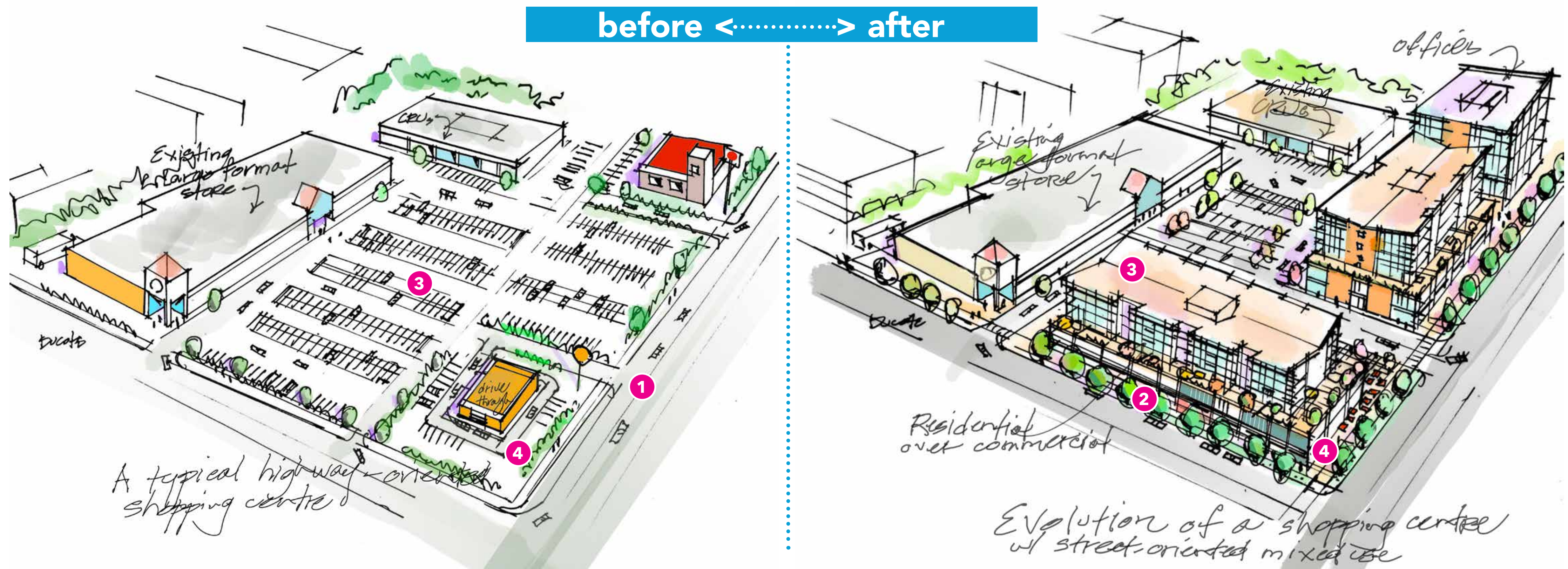


COMMERCIAL AND MIXED USE



Commercial use refers to buildings used for commercial purposes only while mixed-use buildings typically accommodate retail on the ground floor with residential above.

ILLUSTRATION OF STRATEGIES



1 establish building forms, site planning principles and landscape standards appropriate to quality urban spaces thus avoiding the appearance that characterizes some 'strip plaza' type development

2 enhance streetscapes defined by street-fronting, attractive buildings and landscaping

3 transition extensive areas of surface parking

4 provide a comfortable and safe environment for pedestrians as well as vehicular traffic

JUSTIFICATION

Highway-oriented commercial areas are common throughout Penticton. The visual quality of these areas is important as an important component of the image residents have of their own City. Further, given the importance of tourist commercial activity, it is important that the appearance of these areas are high quality. Finally, as Penticton grows, these areas represent an opportunity to accommodate additional commercial services and residential uses within already developed areas of the City.

INTENT

To encourage a wide range of developments that can support both commercial-only use and mixed-use (e.g. retail, office, residential) preserving affordable forms of commercial development and allowing for people to move into higher-density, higher-amenity neighbourhoods. These guidelines will recognize established large-format retail and encourage retrofitting strategies to enhance walkability and liveability.

pedestrian experience along retail frontages can be significantly enhanced with the design of additional, smaller commercial retail units (CRUs)



DOWNTOWN | High Streets

**YOUR
IDEAS**

Downtown | High Streets include small-scale retail commercial frontages and high quality public realm generally associated with Main Street and Front Street.

ILLUSTRATION OF STRATEGIES



- 1 New residential infill (behind the high street) for a diverse range of downtown housing options
- 2 Rooftop garden and resident amenity
- 3 Ground-oriented townhouses
- 4 Improved lane for pedestrians
- 5 form and character of high street remains intact
- 6 Crime Prevention Through Environmental Design (CPTED) principles are considered in all aspects of public realm (and building interface) design

JUSTIFICATION

The Downtown is in many ways the heart of a community... and Penticton's is quite well established: the 5-block Main Street and intimate, fine-grained stretch of shopfronts along Front Street are central to the town's identity and contributing to its "small town feel."

INTENT

The intent of the Guidelines is to maintain and strengthen a vibrant, active and livable downtown by creating a high quality public realm, and supporting existing and future local business enterprise and creating opportunities for people to move to the downtown core.



DOWNTOWN | Transitional Areas



Downtown | Transitional Areas include various locations with retail commercial, office and light industrial uses (e.g. Ellis Street and Westminster Avenue) experiencing an increased interest in neighbourhood commercial and residential development activity.

ILLUSTRATION OF STRATEGIES



DOWNTOWN TRANSITIONAL AREA

- 1 New mixed use infill for a diverse range of downtown housing options
- 2 Fixtures & street furniture with a unique identity
- 3 Live/work or artisan industrial ground floor use
- 4 Multi-use streets
- 5 Public open space in the form of a 'makers' yard
- 6 Loose chairs and tables
- 7 Adaptable reuse of appropriate existing structures

JUSTIFICATION

The “transitional areas” within Penticton’s downtown include a wide range of significant ancillary uses and services complimentary to the “high street” retail frontages concentrated along Main Street and Front Street. Recognized for their own unique character, these areas hold significant promise for downtown neighbourhood development of diverse housing, commercial services and community amenities as growth in the downtown continues.

INTENT

The intent of the Guidelines for transitional areas is to encourage a unique form of mixed-use development and adaptive reuse within these areas to strengthen neighbourhood identity and increase amenity (parks and plazas) in support of residential development, while continuing to compliment the high street commercial areas of downtown.



Hillside Residential | Key Directions

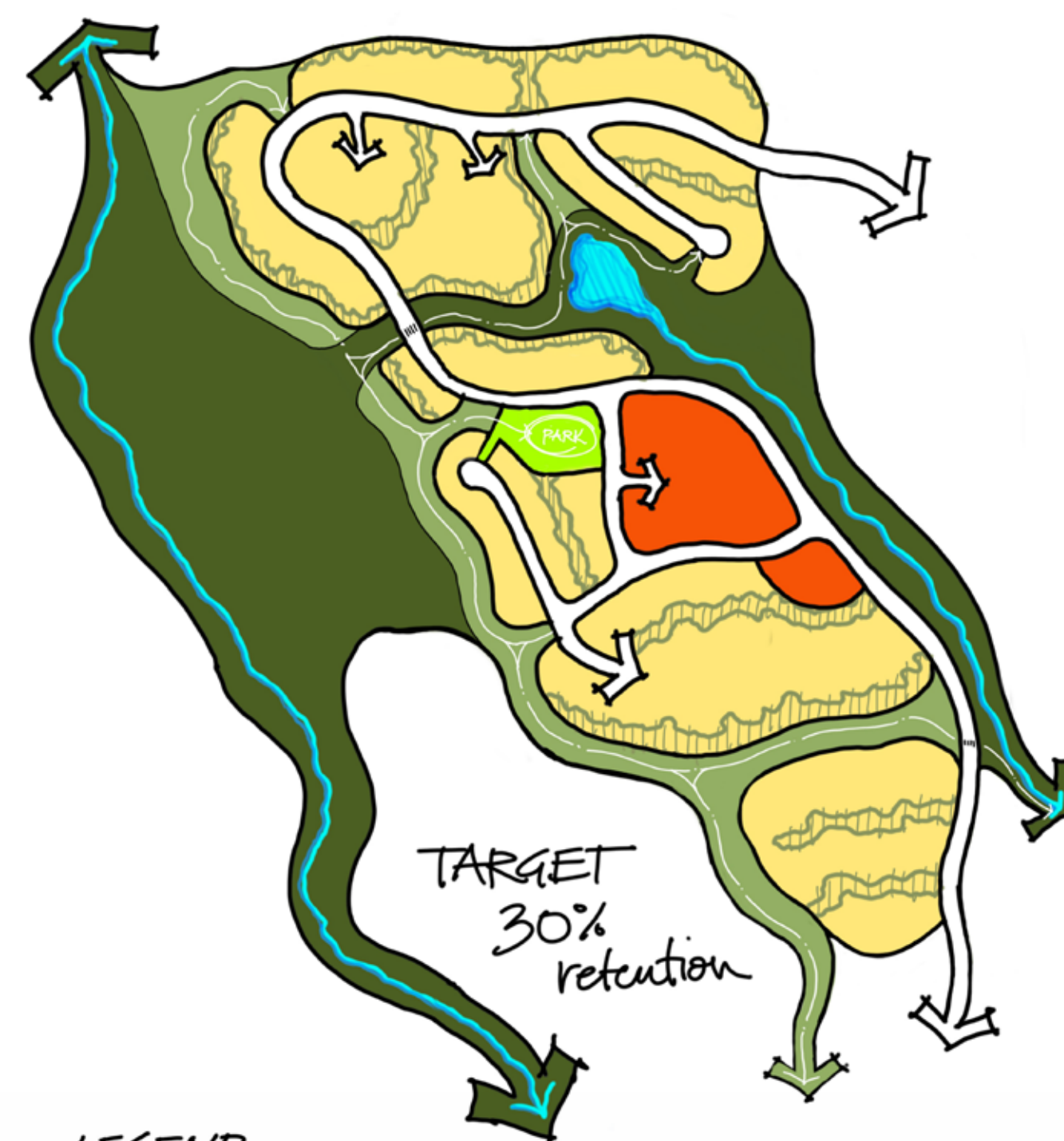


OBJECTIVES

1. Fit with the natural landscape and climate
2. Protect and enhance views towards the valley and lakes from above
3. Avoid unnecessary scarring of the hillside landscape to protect views back to the hillside
4. Create a sense of built form growing from the land
5. Create connections for people and wildlife

SITE PLANNING FOR SUCCESS

planning for hillside environments should consider opportunities to integrate development into existing landscape functions whereby: Environmentally Sensitive Areas (ESAs) are avoided; natural areas further buffer and connect landscape features, provide recreational amenity (trail corridors) and compliment active parks; and landscape retention reduces visual impacts within development areas.

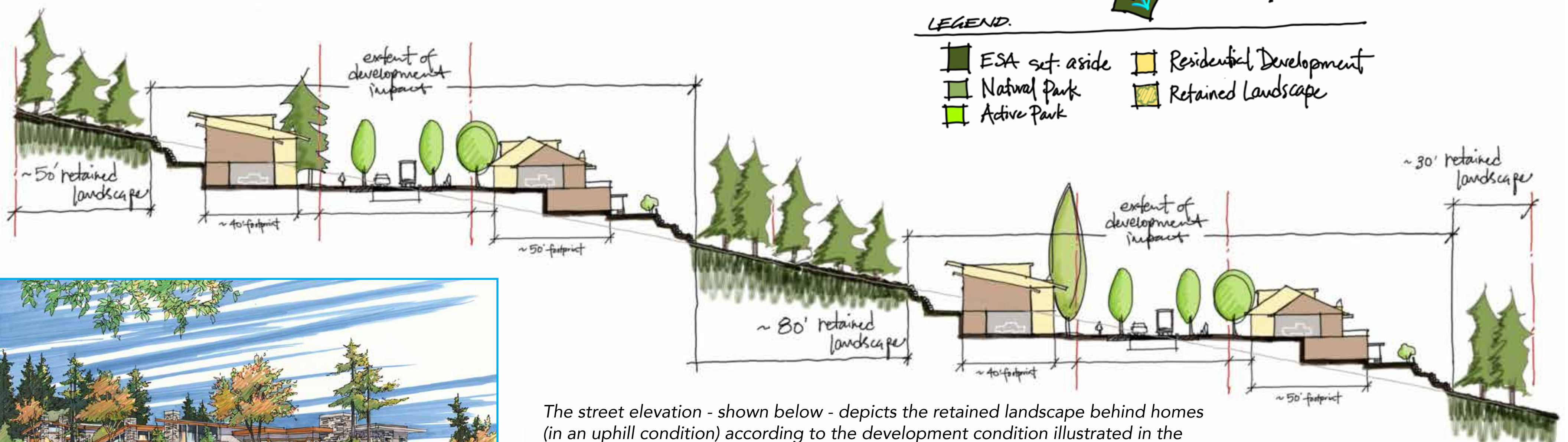


LEGEND

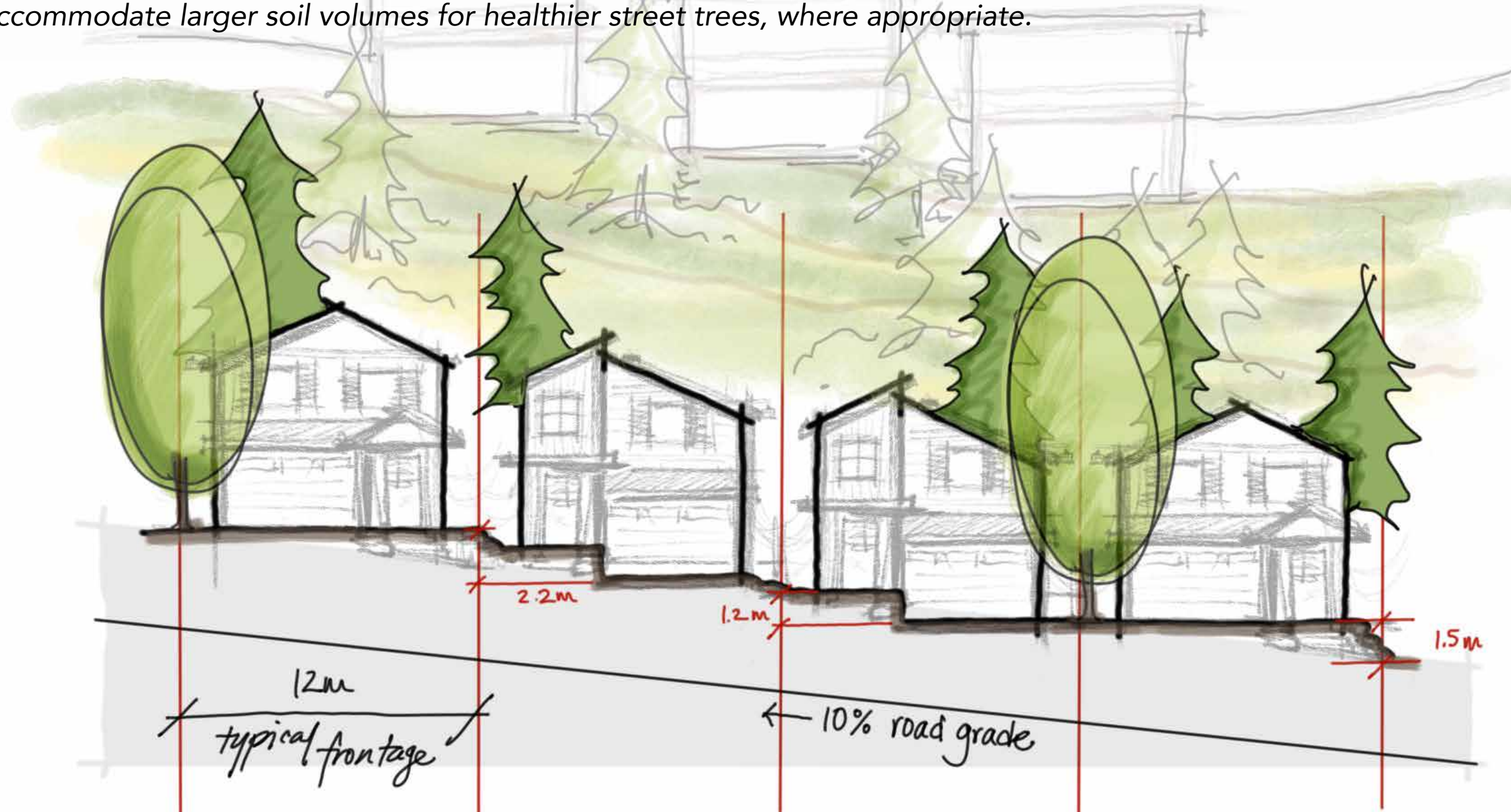
- ESA set aside
- Natural Park
- Active Park
- Residential Development
- Retained Landscape

A CONSERVATIVE APPROACH TO HILLSIDE DEVELOPMENT

analysis of "typical" hillside development conditions reveals room for improvement to current practices, including: targets for landscape retention, guidelines for grading between lots and within house designs, and form & character of architecture.



The street elevation - shown below - depicts the retained landscape behind homes (in an uphill condition) according to the development condition illustrated in the section above. Side slopes are retained between lots with low, stepped walls and/or within home designs with stepped foundations. Space between paired driveways accommodate larger soil volumes for healthier street trees, where appropriate.



flat and low pitch roofs better blend into the horizontal lines of hillside development



building architecture integrates retaining walls into or as extensions of home design



HILLSIDE STREET STANDARDS

significant reductions in hillside view impacts and landscape scarring can be accomplished with special design standards for streets in hillside environments. Narrower streets, reduced on-street parking and lower design speeds result in a "lighter on the land" approach to engineering and access.

Intensive and Multifamily Residential Key Directions

OBJECTIVES FOR INTENSIVE RESIDENTIAL

1. Introduce new housing types that fit with and relate to the prevailing context
2. Celebrate diversity of eclectic form and scale while ensuring a clear hierarchy of primary and secondary buildings on a site
3. Ensure transition of scale with smaller forms to protect privacy and "right to light" (sun exposure for livability)
4. Ensure "friendly faces" along residential frontages and secondary edges (where applicable) with comfortable relationship to the street

OBJECTIVES FOR MULTIFAMILY RESIDENTIAL

5. Ensure social spaces and support for active living (through provision of amenity spaces and indoor-outdoor relationships)
6. Avoid shadow/shading impacts to public parks and priority pedestrian realm
7. Encourage high quality materials and authentic detailing

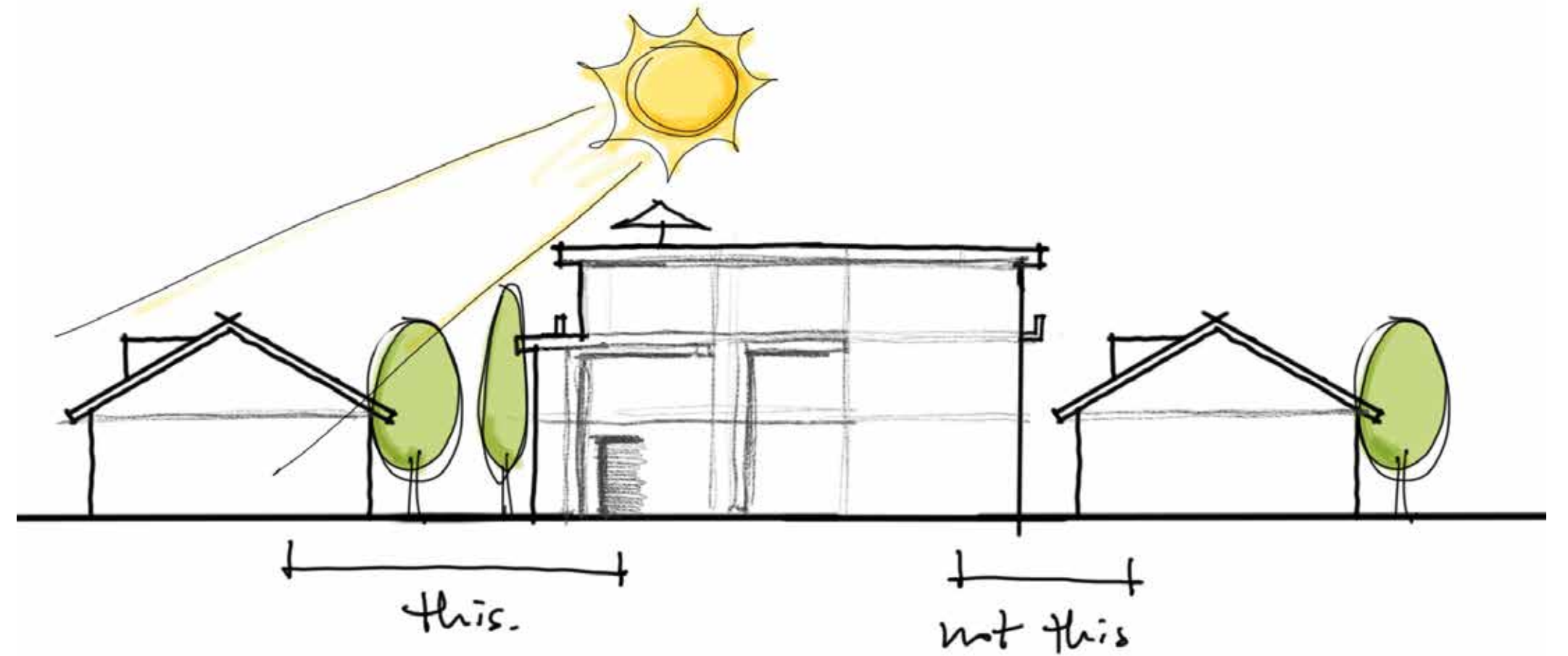
DESIGNING WITH CLIMATE

Penticton's building stock (homes, motels, etc.) generally reflects a love for indoor/outdoor living: designs should reflect a fundamental connection to this unique place with a preference for ground-oriented forms, overhangs/shade structures and strategies for cross-ventilation typical of a semi-arid climate.

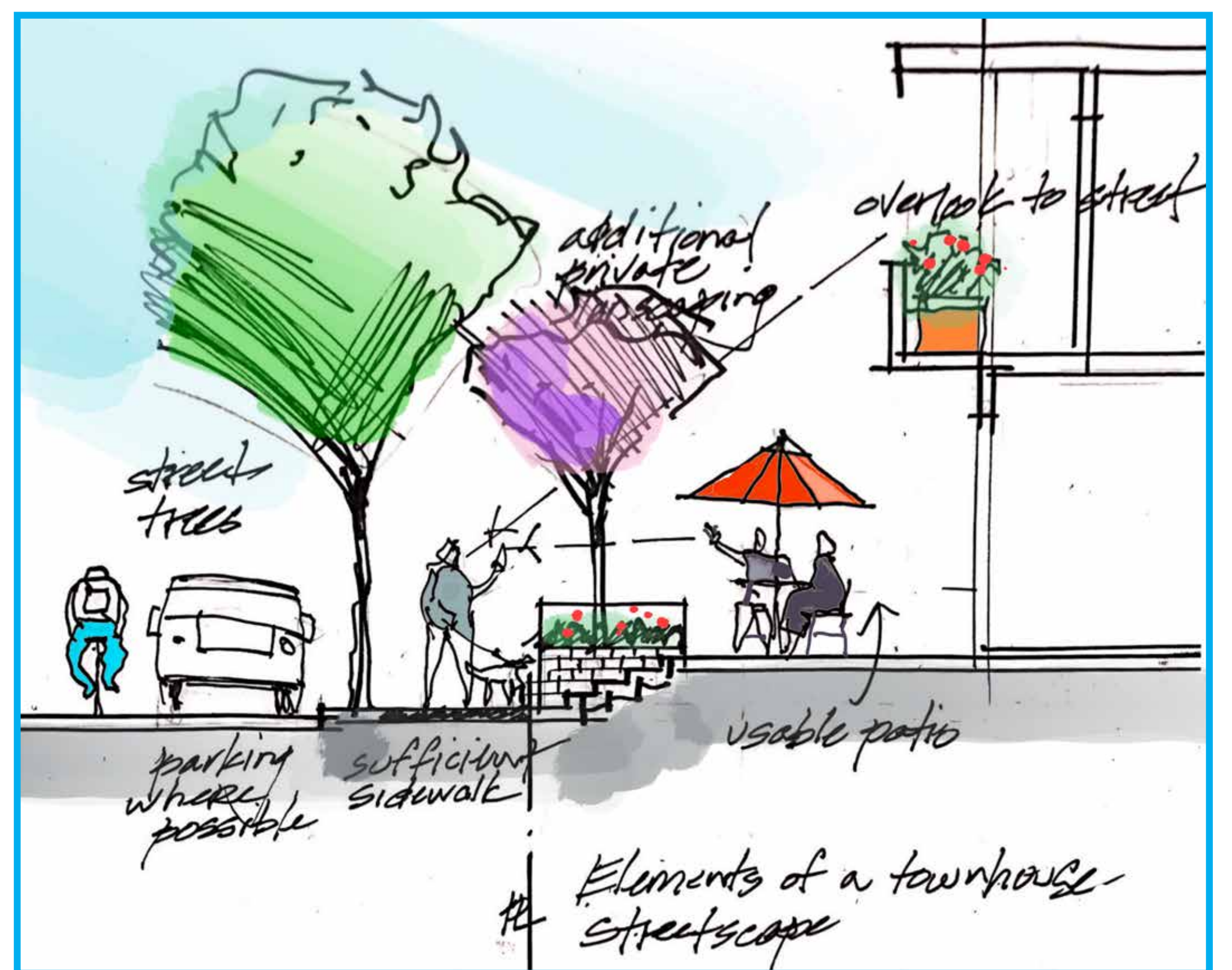


LOVE THY NEIGHBOUR

building designs - including consideration for sensitive transitions between buildings - are fundamental to upholding principles of livability

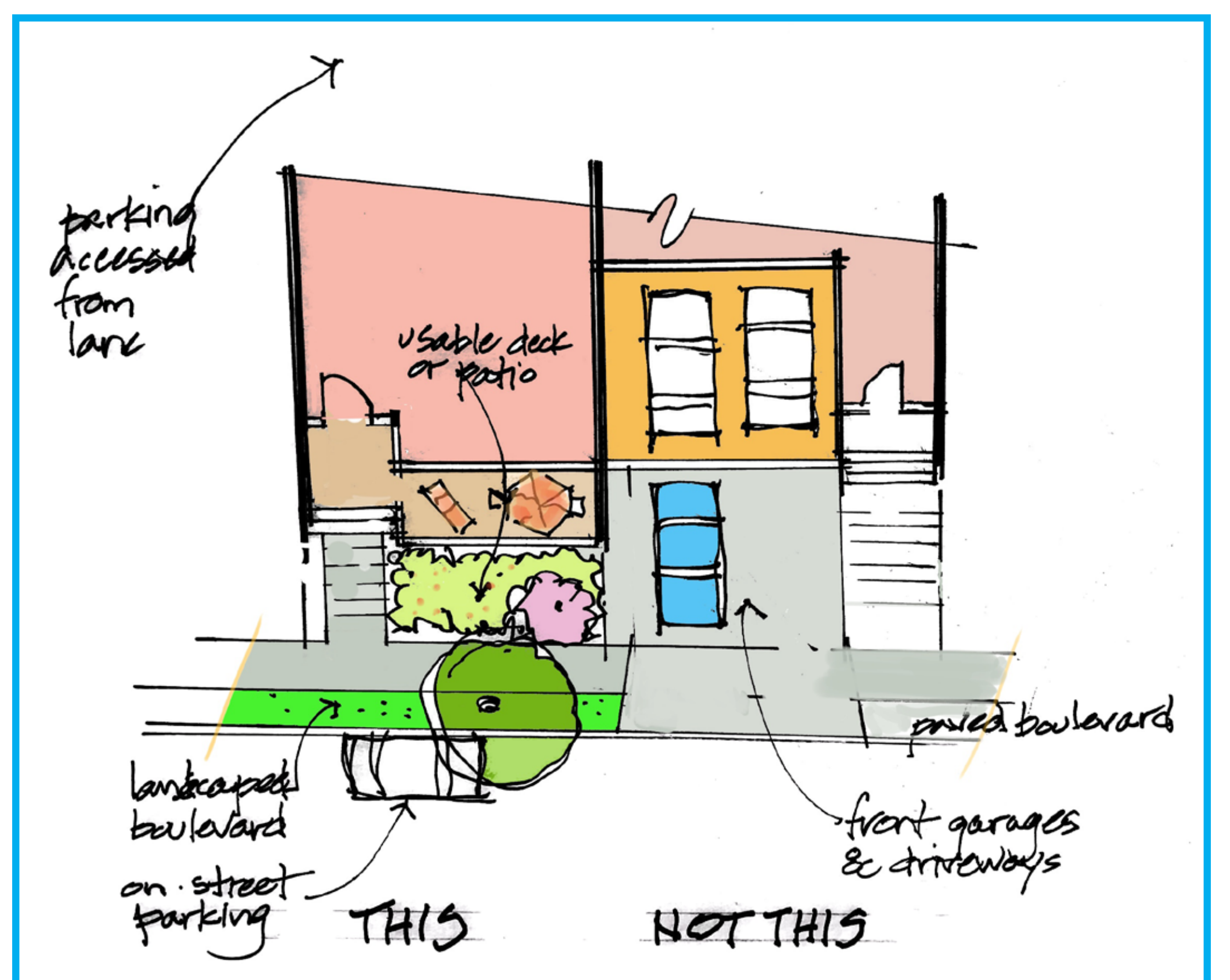


building setbacks and orientation of balconies reduce overlook; sideyards help protect privacy and accommodate more generous landscape designs; ground oriented units and building entrances respect the rhythm of front doors and improves "eyes on the street."



FRIENDLY FACES

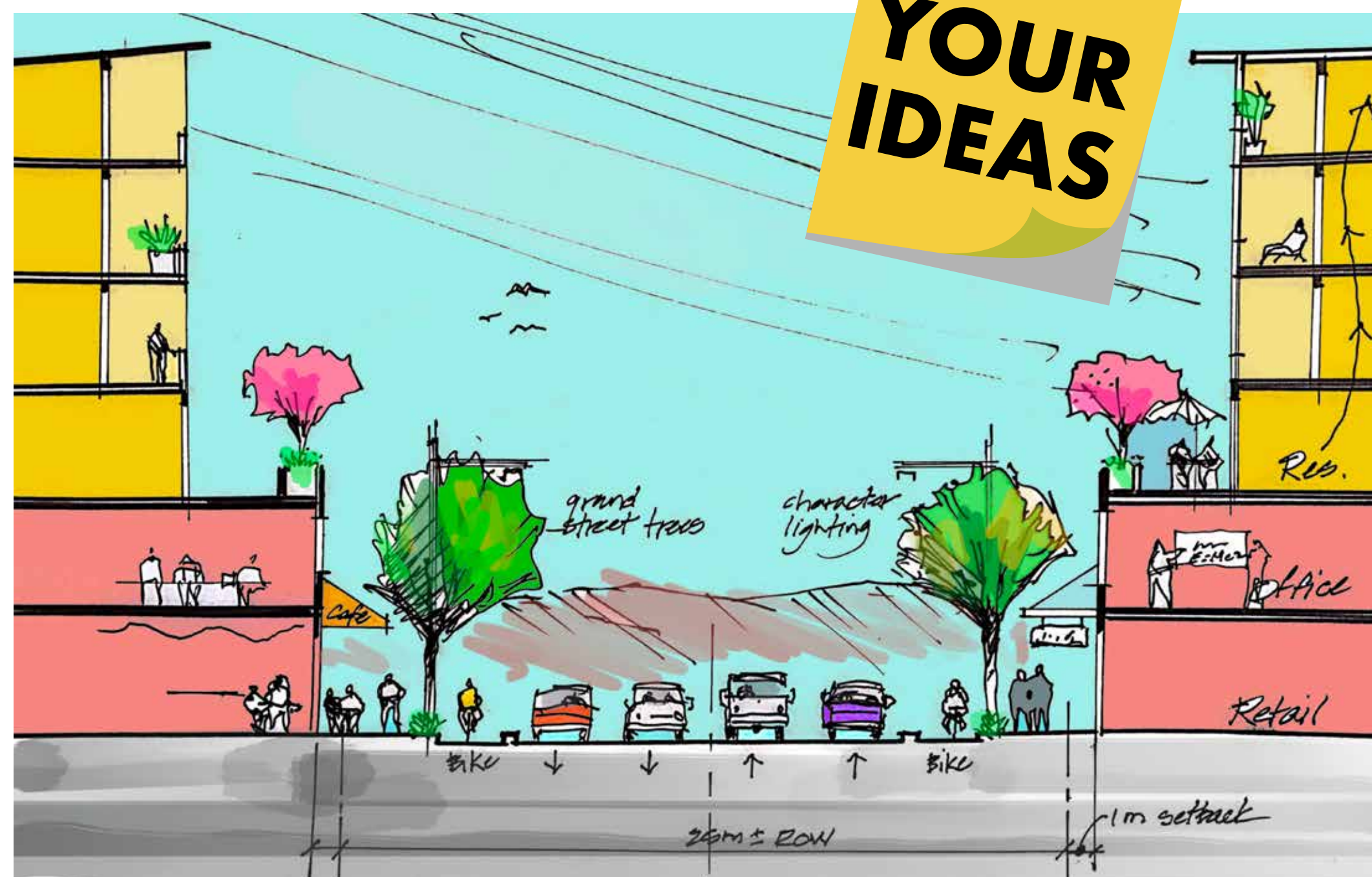
simple yet effective transitions between public and private spaces along the street increases opportunity for social connection and contributes to neighbourliness; parking does not.



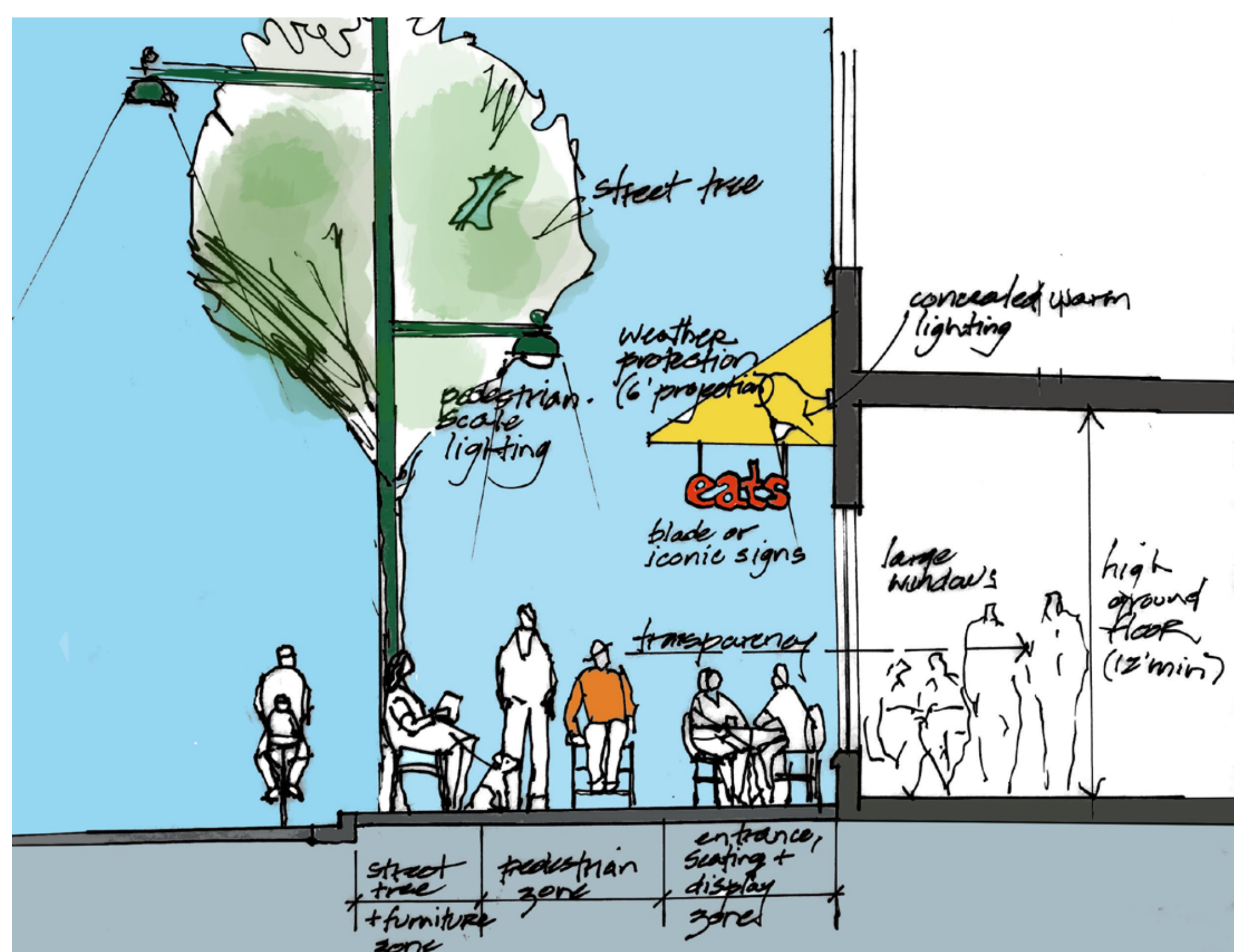
Commercial / Mixed Use | Key Directions

OBJECTIVES

1. Produce streetscapes defined by attractive buildings and landscaping
2. Transition extensive areas of surface parking to more pedestrian friendly and amenity-rich neighbourhood commercial
3. Provide an attractive, comfortable, safe environment for pedestrians as well as vehicular traffic; and
4. Establish building forms, site planning principles and landscape standards appropriate to quality urban spaces thus avoiding the appearance that characterizes some 'strip plaza' type development; and,
5. Reflect multi-family residential design guidelines for mixed-use residential development.



significant commercial and mixed use development has the potential to improve the street condition along South Main Street. Opportunities include: street improvements to include separated bike paths to strengthen "lake to lake" active transportation connections and an active tree planting program to enhance the urban forest; using commercial retail frontages to activate street edges; and incorporating residential development above retail and office uses.



successful commercial frontages effectively orchestrate a range of functions, including: street fixtures and furnishings such as benches, street lights (pedestrian scale), and street trees; utility corridors, pedestrian movement corridors and cafe seating areas; weather protection and signage; and visual permeability and connectivity to commercial areas (large windows).

MIXING BUSINESS AND PLEASURE

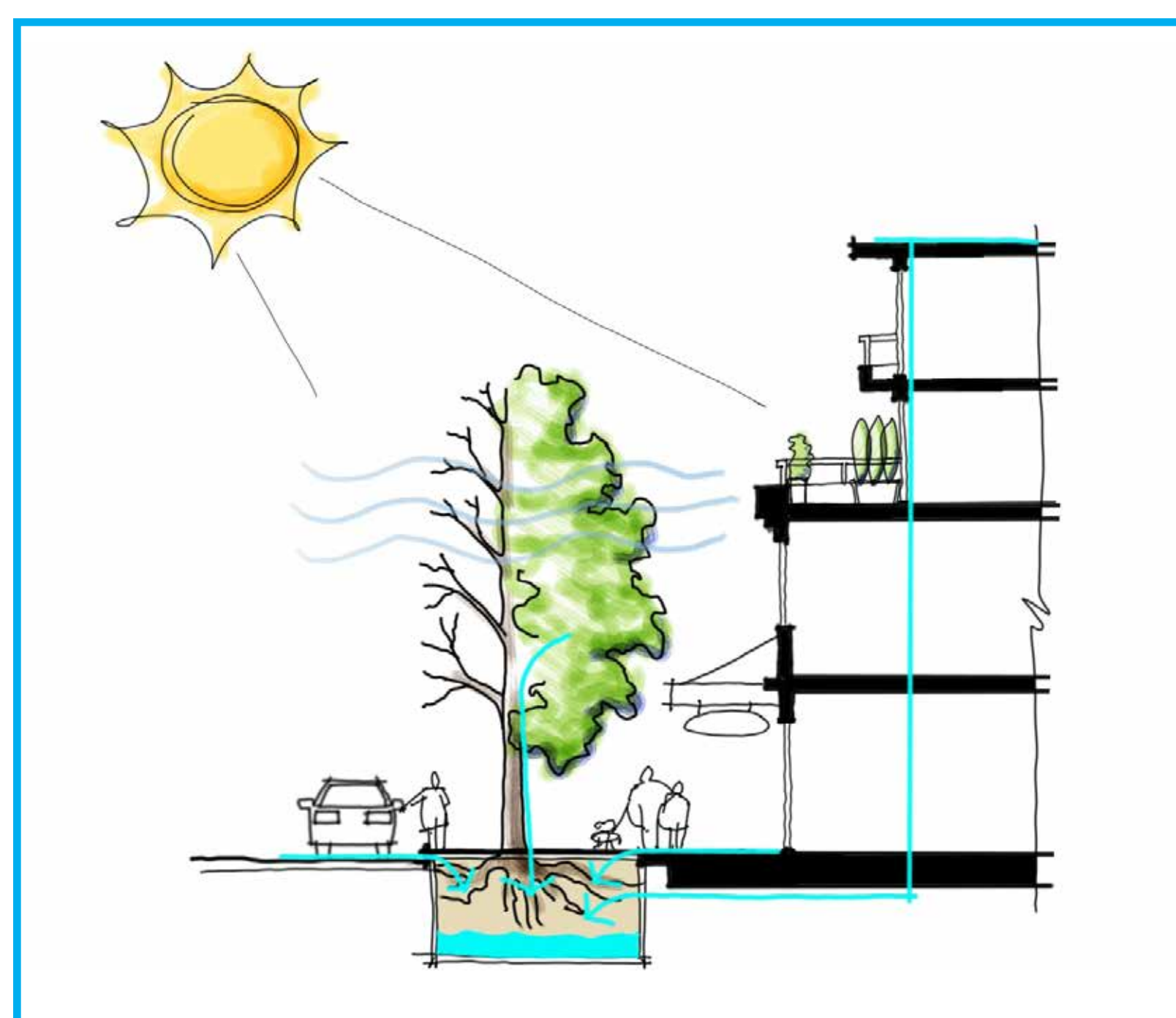
guidelines for commercial and mixed uses recognize the need for improvements to and provision of "people places" where customers and residents meet and interact. Where appropriate, guidelines will consider opportunities related to the improvement of pedestrian-friendly spaces within commercial and multi-use development.



Similar to the objectives for multi-family residential development, mixed-use developments require additional consideration for resident amenity spaces within and/or adjacent to buildings: the above example represents a small green "commons" framed with commercial storefronts.

LANDSCAPE FORM + FUNCTION

landscape design considers aesthetic qualities and plant suitability to ensure "right plant, right place" while supporting objectives related to passive energy (heating and cooling) and water management.



ECONOMIC DEVELOPMENT

QUARTERLY REPORT



Q3 - 2018



Outline



- **Progress Reporting:** Key Result Areas (KRA's)
- **Key Project Updates:**
 - Penticton Business Toolkit
 - Priority Clusters
 - FutureBiz Penticton
- **Economic Indicators:** What does the data say?
- **Penticton in the News:** Coverage & Accolades
- **Megaphone:** Meet Penticton Business Owners

KEY RESULT AREA GOALS – Q3

2018 OPERATIONAL PLAN



COMMUNICATION

- ✓ Economic Dashboard Website Launch
- ✓ Business Highlights Strategy



COLLABORATION

- ✓ Ongoing meetings with Partnership Organizations



RETENTION & EXPANSION

- ✓ Drafting of Priority Industry Clusters
- ✓ Survey of Entrepreneurial Resources



ATTRACTION

- ✓ PentictonWorks.com
- ✓ StartHereOkanagan.com
- ✓ Start Here Okanagan Magazine planning



EXCELLENCE

- ✓ Quarterly Reporting
- ✓ Support for Business License Modernization

Invest an afternoon and get a jump on your 2019 business planning: ⁻⁴³⁻

FUTUREBIZ PENTICTON:

ECONOMIC OUTLOOK FORUM

Insight. Connections. Growth

NOVEMBER 8, 2018 LAKESIDE RESORT, PENTICTON

**Early Bird
Price ends
October 8th**

GET TICKETS TODAY

www.FutureBizPenticton.com



Henna Hut

Larissa Russell, Founder

The HENNA HUT



okanagan
college

Okanagan College Penticton Campus

Eric Corneau, Regional Dean





Balance Vegetarian Shop & Teahouse

Christina Roloff

