

Economic Prosperity and Development Services Advisory Committee Meeting to be held via Zoom

**If you'd like to watch or listen to the live Committee meeting, please email Committees@Penticton.ca 24-hours prior to the commencement of the meeting for the Zoom meeting participation details. You will have an opportunity to ask questions related to the agenda at the end of the meeting.*

**Friday, May 6, 2022
at 8:00 a.m.**

1. **Call Regular Committee Meeting to Order**
2. **Adoption of Agenda**
3. **Adoption of Minutes** 1-4
 - 3.1 Minutes of the April 8, 2022 Economic Prosperity and Development Services Advisory Committee

Staff Recommendation:

THAT the Economic Prosperity and Development Services Advisory Committee adopt the minutes of the April 8, 2022 meeting as presented.
4. **New Business**
 - 4.1 First Quarter Economic Development Update – Carly Lewis, Economic Development Manger 5-12

Staff Recommendation:

THAT the Economic Prosperity and Development Services Advisory Committee receive into the record the memo titled "First Quarter 2022 Economic Development Update."
 - 4.2 Draft Development Cost Charges Update – Kristen Dixon, General Manager of Infrastructure Verbal
 - 4.3 Monthly Planning Statistics 13-15

(This item is included for information purposes only)

 - a. March 2022 – Applications Received, Revenue

5. **Next Meeting**

6. **Public Question Period**

7. **Adjournment**

Economic Prosperity and Development Services Advisory Committee Meeting

to be held via Zoom

Friday, April 8, 2022

at 8:00 a.m.

Present:

Sean Ingraham, Chair
Chris Allen*, Vice-Chair
Anthony Policicchio
Cary Berger
Derek Badger
Diane Kereluk
Drew Barnes
Josie Tyabji*
Judy Richards
Kelly Mercer
Larry Olson
Nathan Little
Sandra Oldfield
Walter Sobool

Council Liaison:

John Vassilaki, Mayor
Campbell Watt, Councillor

Staff:

Anthony Haddad, General Manager of Community Services
Blake Laven, Director of Development Services
Carly Lewis, Economic Development Manager
Steven Collyer, Planner II
Rebecca Van Huizen, Legislative Assistant

Regrets:

Alexandra Nuth
Brian Murphy
Eric Corneau
Jeff McGinley

1. **Call Regular Committee Meeting to Order**

The Economic Prosperity and Development Services Advisory Committee meeting was called to order by the Chair at 8:00 a.m.

2. **Adoption of Agenda**

It was MOVED and SECONDED

THAT the Economic Prosperity and Development Services Advisory Committee adopt the agenda for the meeting held on April 8, 2022 as presented.

CARRIED UNANIMOUSLY

3. **Adoption of Minutes**

3.1 Minutes of the March 4, 2022 Economic Prosperity and Development Services Advisory Committee

It was MOVED and SECONDED

THAT the Economic Prosperity and Development Services Advisory Committee adopt the minutes of the March 4, 2022 meeting as presented.

CARRIED UNANIMOUSLY

4. **New Business**

4.1 Committee Member Update and Roundtable Introductions

The Chair introduced the two (2) new Economic Prosperity and Development Services Advisory Committee Members that were appointed by Council. The Committee participated in roundtable introductions allowing newly appointed members Anthony Policicchio and Walter Sobool to introduce themselves.

Committee Member Josie Tyabji entered the Zoom meeting at 8:08 a.m.

4.2 Election of Committee Vice-Chair

The Chair opened the floor for a nomination of a new Vice Chair. The Committee nominated Chris Allen for Vice Chair.

It was MOVED and SECONDED

THAT the Economic Prosperity and Development Services Advisory Committee elect Chris Allen as Vice Chair.

CARRIED UNANIMOUSLY

4.3 Monthly Building Stats – February 2022 and March 2022

This item was provided for information purposes only. Staff noted that both the building and planning departments are operating at full capacity and are seeing a continuation of high record levels of construction in the City.

4.4 Monthly Planning Stats – February 2022

This item was provided for information purposes only.

4.5 Neighborhood Heritage Values

The Director of Development Services presented a PowerPoint presentation on the Neighborhood Heritage Values initiative which is being proposed within the two (2) areas of Lakeshore Drive/‘Cherryland’ and Front Street. Staff noted this initiative started in September 2021 after Council had heard from numerous members of the public regarding new development applications in these neighborhoods. Members of the public felt these neighborhoods were changing too much and under siege from development. Council asked staff to look at ways to incorporate heritage

conservation into these areas. Based on that direction from Council, staff reviewed what tools the City has through policies and legislation. Through collaboration with the Heritage and Museum Advisory Committee, staff were able to draft the recommendations that went to Council on April 5 and ultimately received endorsement. Staff provided background information on the two locations being Lakeshore Drive/'Cherryland' and Front Street and their unique and different existing residential and commercial development. Noted each one comes with different challenges on how best to protect the individual neighborhoods. Front Street in discussion with heritage consultants and the Heritage and Museum Advisory Committee was hard to look at it in isolation by itself. By including the 100-300 block of Main Street, staff felt it was the best way to encompass all existing heritage buildings. Through an engagement workshop with HMAC Members and stakeholders from the neighborhoods it was brought to staff's attention that these neighborhoods felt under pressure to redevelop. They were not opposed to development but felt that any new buildings need to complement the existing context of the neighborhood. Staff went over the different heritage protection tools which included utilizing the zoning bylaw, specific development permit areas, heritage conversation statutes, and heritage registry recognition.

Staff provided details on the anticipated next steps for the two (2) areas of Lakeshore Drive/'Cherryland' and Front Street and the proposed public engagement for each one. Staff noted this Committee may be called upon to help provide input and discussion for the area of Front Street.

The floor was opened to the Committee Members for questions and comments.

A Committee Member asked if there was any definition from the heritage society on what defines a heritage building or structure. Staff noted that heritage buildings with this designation typically have an architectural piece, were built during a certain period, habited by a prominent citizen, or had something happen of particular importance there. Once that has been researched and confirmed a Statement of Significance is created which outlines these details. A Committee Member asked if the idea came up to do a form and character development permit area for the areas to monitor renovations and new builds. Staff could then meet with the owners and help ensure that it fits into the area. Staff noted that development permit powers don't extend to single family dwellings. The City only has so much authority through the province and these development permit powers are used primarily for commercial and multifamily. A Committee Member asked if there was any discussion to expand the heritage neighbourhood initiative into the "K" Streets (Kensington/Kilwinning/Killarney). Staff provided a brief background on the "K" Streets and how this neighborhood developed in the post war area and was primarily for returning veterans. When developing the OCP in 2016-2019 there was a push to add this as a heritage conservation area – unfortunately that idea did not end up happening. Council didn't provide direction for those streets to be incorporated within this initiative but staff noted through zoning amendments that could help maintain the integrity of the area.

It was MOVED and SECONDED

THAT the Economic Prosperity and Development Services Advisory Committee receive the memo "Neighborhood heritage values for Lakeshore Drive, Front Street, and Windsor Avenue Area" into the public record.

CARRIED UNANIMOUSLY

4.6 Wiltse North Block OCP and Zoning Amendments

Staff presented a PowerPoint presentation on a current development application at 850 Wiltse Blvd and 160 Crow Place. Within the presentation staff provided background information, its OCP designation through the years and development details on the two subject properties. Noted the proposal is to facilitate residential development in the area. Provided the proposed unit counts but

mentioned this could be subject to change as the development goes through its approvals. Staff noted that through the technical review of the proposed development, this has triggered a Traffic Impact Assessment, Environmental Assessment Report, and a Geotechnical Hazard Report. Provided details on anticipated next steps which will include a large engagement plan spearheaded by both the City and developer. Noted staff will compile all feedback received and will post that online for the public to review.

The floor was opened to the Committee members for questions and comments.

A Committee Member noted that this is a great area and location for this development. Questioned if the existing schools in the area will have the capacity for the new families coming in. Also asked for clarification on the accesses into the new development. Staff answered that School District 67 is an active stakeholder group through this development process. They will look to factor this new development into their school enrollment plans. Staff also confirmed that they two (2) accesses will be Pineview Road and Wiltse Boulevard. A Committee Member asked for clarification on the future land use 'Public Assembly' that was on the zoning map attached to the agenda. Staff noted that this future land use is around an existing water reservoir so it is zoned for city infrastructure. The Committee Member also asked if there was any consideration in terms of ensuring wildfire protection for this development and the surrounding area. Staff noted this development is within a wildfire interface area, and that means that a Wildfire Interface Assessment Report will need to be submitted through each phase of the development.

It was MOVED and SECONDED

THAT the Economic Prosperity and Development Services Advisory Committee recommends that Council support the OCP Amendment and Zoning Amendment applications for 850 Wiltse Blvd and 160 Crow Place to enable future residential development.

CARRIED UNANIMOUSLY

5. **Next Meeting**

The next Economic Prosperity and Development Services Advisory Committee meeting is tentatively scheduled to be held on Friday, May 6, 2022 at 8:00 a.m.

6. **Public Question Period**

7. **Adjournment**

It was MOVED and SECONDED

THAT the Economic Prosperity and Development Services Advisory Committee adjourn the meeting held on April 8, 2022 at 8:47 a.m.

CARRIED UNANIMOUSLY

Certified Correct:

Rebecca Van Huizen
Legislative Assistant

ECONOMIC DEVELOPMENT

QUARTERLY REPORT



2022: Q1 Update



Business Retention & Expansion



- *BC Economic Development Association*
- *Pop-Up Picnic-ton and Love Local campaigns*

2022 BC ECONOMIC SUMMIT
April 4th & 5th
Reconciliation and Resiliency a future for BC
PLUS ADDITIONAL SESSIONS EVERY TUESDAY IN APRIL
A VIRTUAL EVENT | [BCEDA.CA/SUMMIT](https://bceda.ca/summit)

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BC ECONOMIC DEVELOPMENT AWARDS
NOMINEE
2022
Marketing Innovation
Population greater than 20,000
BCEDA
FORTIS BC Energy at work

BC ECONOMIC DEVELOPMENT AWARDS
NOMINEE
2022
Economic Resiliency & Recovery
Population greater than 20,000
BCEDA
FORTIS BC Energy at work

POP-UP EVENTS
SATURDAY, JUNE 4, 12-4 P.M. | WINNIPEG ST. AT ESTERBROOK AVE.
SATURDAY, JUNE 18, 12-4 P.M. | 500 BLOCK OF MAIN STREET



IS THIS YOUR PICNIC SPOT?

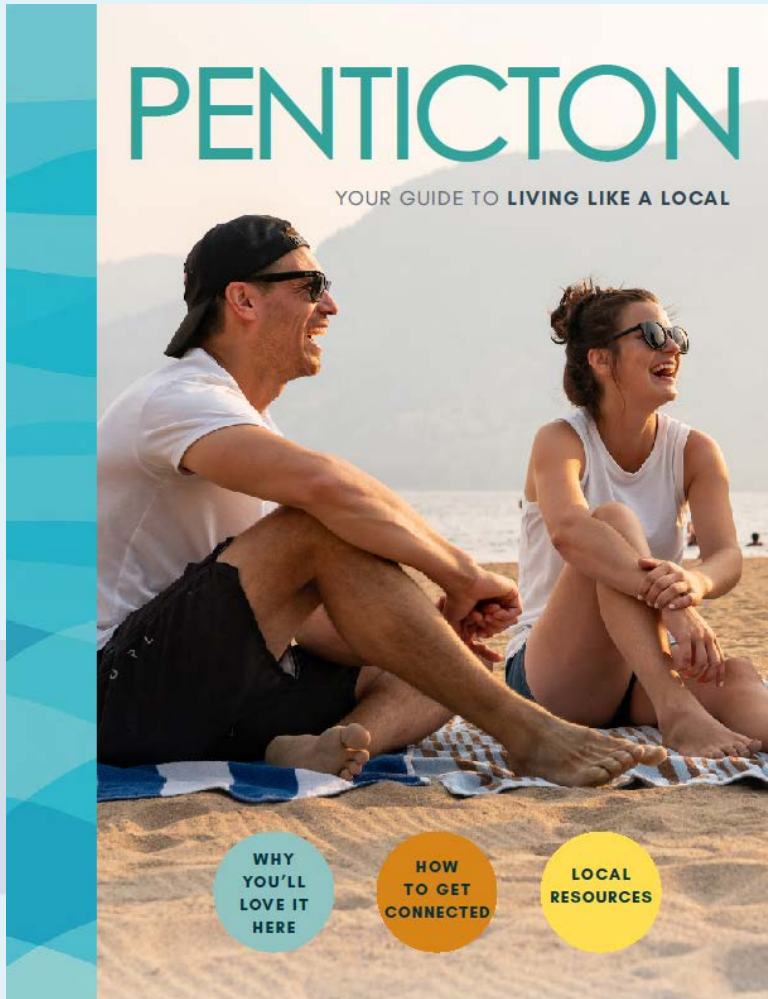
Resident & Labour Attraction



- *Start Here Penticton*
- *Welcome Home Packages*

Age Group:

15 % Age 0-18 – (31 residents)
18% Age 19-30 - (35 residents)
23% Age 31-44 – (46 residents)
35% Age 45-65 – (69 residents)
9% Age 65+ - (17 residents)



Reason for Moving:

26% Moved here for a job (22)
21% Retired – (18)
18% Moved here with a partner, who came for work (15)
16% Remote worker or work from home – (13)
6% Plan to open or take over a business – (5)
5% - Currently unemployed (4)

Housing:

47% - House (39)
30% - Apartment / Condo (25)
13% - Townhouse (11)
10% - Other

Moved From:

23% from the Lower Mainland (19)
14% South Okanagan or Okanagan region (12)
13% from Ontario (11)
12% are from Alberta (10)
5% from Northern B.C. (4)
5% from Kootenays (4)
5% from Kamloops / Salmon Arm (4)

Resident & Labour Attraction

- *Earned Media & Accolades*
- *Census Data*



Top western towns for real estate investors 2021-22

Western Investor's annual forecast of top investor towns looks at five centres that are riding out the pandemic and look solid for investors into 2022.

Frank O'Brien
Nov 3, 2021 12:01 PM



4 / 5 Penticton: The city fronts two lakes yet offers some of the most affordable residential and recreational investments in the Okanagan. | Faith Wilson Group



PENTICTON WESTERN NEWS



While U-Haul migration trends do not correlate directly to population or economic growth, the U-Haul Growth Index is an effective gauge of how well cities are both attracting and maintaining residents. (Submitted photo)

Kelowna, Penticton included among U-Haul's top 25 cities for growth

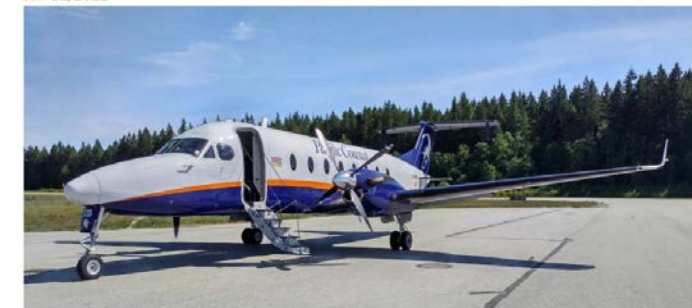
Penticton Airport

- *Billboards*
- *Marketing Initiatives*



Pacific Coastal celebrates 1 year of Penticton flights, announces plans to expand service

Jan 11, 2022



YYF Penticton Airport Website Tracking

Date	Total users	Change (+)	Change (-)	Page views (+/-)	Change (+)	Change (-)
Mar-21	799			2,210		
Apr-21	1,408	81%		4,796	124%	
May-21	1,207		14%	4,234		-12%
Jun-21	2,073	82%		6,358	64%	
Jul-21	3,651	71%		13,514	107%	
Aug-21	7,535	106%		42,639	215%	
Sep-21	3,301		54%	12,726		68%
Oct-21	2,921		17%	9,358		31%
Nov-21	3,779	34%		12,764	41%	
Dec-21	4,856	26%		21,784	67%	
Jan-22	3,550		-27%	13,861		-36%
Feb-22	2,419		-22%	7,006		-40%



Sports & Events



**VISIT
Penticton**



2022 Events	2022 Event Date(s)	City Park Rentals
Ignite the Arts Festival	March 25 - April 3	various
Penticton Farmers' Market	April 16-Oct 29 (Saturdays only)	100 block Main St, Link Rd
PACA Bike Valet at Market	April 16-Oct 29 (Saturdays only)	Gyro Park
Community Market (DPA)	May 7-Sept 24 (Saturdays only)	200 block Main St, Front St
Fest of Ale (Outdoor)	May 14	Okanagan Lake Park
Penticton Bike Festival	May 20-23	Poplar Grove Parking Lot/Pumptrack, Three Blind Mice
Ha Ha Ha Kidz Festival	June 9 - 11	Gyro Park
Expedition Canada Race	June 8-11	TBD
National Indigenous Peoples Day	June 21	TBD
Peach City Beach Cruise	June 24-26	Gyro, Rotary, Lakawanna
Elvis Festival	June 24-26	Okanagan Lake Park
Rib Festival	July 1-3	Skaha Lake Park East/Pavilion
Canada Day (DPA) + Lakeside Resort Fireworks	July 1	Gyro Park
Scottish Festival	July 2	Kings Park
Okanagan Granfondo (Picolo on Saturday)	July 9-10	Rotary Park & Gyro Park
Music in the Park (DPA)	July 15, 22, 29 & Aug 12, 19	Gyro Park
Peach Classic Triathlon	July 17	Rotary Park & Parking Lot, Gyro Park
BC Day (DPA)	Aug 1	Gyro Park
Peach Festival	Aug 3-7	various
BC Wine & Food Truck Feast	Aug 13	Okanagan Lake Park
Subaru IRONMAN Canada	Aug 28	Okanagan Lake Park, Gyro Park, Rotary Park
Dragon Boat Festival	Sept 9-11	Skaha Lake Park, Playcourt, Pavilion
BC Bike Race - Flagship Mountain Bike Race	Sept 16-22	various
BC Bike Race - Gravel One Day	Sept 25	Marina Way Park or Okanagan Lake Park, KVR
BC Bike Race - Gravel Explorer	Sept 24 - 29	N/A
Truth and Reconciliation Day TBD	Sept 30	TBD
Tree Light Up Festival (DPA)*	Nov TBD	Nanaimo Square, 200-300 block of main street
Santa Claus Parade TBD	Dec TBD	TBD

SUMMARY: HOUSING UNITS TOTALS SINCE 2014



	Single Family Dwellings	Duplex Units	Multi-Family Units	Secondary Suites	Carriage Houses	Annual Total
2014	92	20	42	8	2	164
2015	69	56	39	9	6	179
2016	83	50	221	34	8	396
2017	93	64	249	41	11	458
2018	98	62	254	51	26	491
2019	38	15	264	31	15	363
2020	38	26	207	43	14	328
2021	75	20	282	56	14	447
2022 (Q1)	12	6	142	14	3	177
TOTAL	598	319	1700	287	99	3003

Single Family Dwellings make up **20%** of housing stock approved since 2014
 Multi Family Dwelling Unit types make up **80%** of housing stock approved since 2014

3,003 Housing Units approved since 2014 *(60% of these approved since 2018)*



QUESTIONS?





2022 Planning Statistics¹³ Applications Received

penticton.ca

March 1, 2022 to March 31, 2022

Folder Number	Street	ApplicationType	Subject	New Lots/New Units Proposed
PL009300	UPPER BENCH RD S 127	AGRICULTURE LAND RESERVE	ALR - Non Farm Use	
PL009291	DOUGLAS AVE 425	DEVELOPMENT PERMIT	DP - Carriage House (1 Unit)	1 Unit
PL009292	THREE MILE RD 1024	DEVELOPMENT PERMIT	DP - Environmental	
PL009296	ELLIS ST 641	DEVELOPMENT PERMIT	DP - 3 Storey Apartment Building (16 Units)	16 Units
PL009297	VANCOUVER AVE 693	DEVELOPMENT PERMIT	DP - Carriage House (1 Unit)	1 Unit
PL009298	VANCOUVER AVE 693	DEVELOPMENT PERMIT	DP - Environmental	
PL009299	LAKESIDE RD 3923	DEVELOPMENT PERMIT	DP - Riparian	
PL009302	FAIRVIEW RD 924	DEVELOPMENT PERMIT	DP - Triplex and Fourplex (7 Units)	7 Units
PL009314	KILLARNEY ST 1357	DEVELOPMENT PERMIT	DP - Carriage House (1 Unit)	1 Unit
PL009317	KILWINNING ST 972	DEVELOPMENT PERMIT	DP - Carriage House (1 Unit)	1 Unit
PL009295	WINNIPEG ST 783	DEVELOPMENT VARIANCE PERMIT	DVP - Rear Yard and Interior Side Yard	
PL009303	FAIRVIEW RD 924	DEVELOPMENT VARIANCE PERMIT	DVP - Setbacks	
PL009315	BRANTFORD AVE 75	DEVELOPMENT VARIANCE PERMIT	DVP - Setback	
PL009293	MARTIN ST 236	LIQUOR REVIEWS	LIQ - Occupant Load Review - Include Patio Area	
PL009318	MAIN ST 413	LIQUOR REVIEWS	Liq - Food Primary Occupant Load (Mexicano Vallarta)	
PL009304	POPLAR GROVE RD 1053	LIQUOR REVIEWS	LIQ - Winery Lounge & Patio-Creek & Gully	
PL009306	NARAMATA RD 891	LIQUOR REVIEWS	LIQ - New Outdoor Patio-Red Rooster	
PL009312	NARAMATA RD 851	LIQUOR REVIEWS	LIQ - New Outdoor Patio	
PL009319	NARAMATA RD 1548	LIQUOR REVIEWS	Liq - New Patio (Laughing Stock Vineyards)	
PL009301	FAIRVIEW RD 924	REZONING	RZ - From RD1 to RM2	
PL009305	HUTH AVE 221	REZONING	RZ - From R1 to R2	
PL009308	DARTMOUTH RD 1603	REZONING	RZ - Site Specific	
PL009289	NARAMATA RD 965	SIGN PERMIT	SP - New - Fascia - "Abandoned Rail Brewing Co"	
PL009309	MAIN ST 2111	SIGN PERMIT	SP - New - Fascia - "Blendz Coffee"	
PL009310	COMMERCIAL WAY 1195	SIGN PERMIT	SP - Permit Not Required - Portable Sign - "Waste Connections of Canada"	
PL009313	WINNIPEG ST 885	SIGN PERMIT	SP - New - 3 x Fascia - "Penticton Smile & Implant Centre"	

Folder Number	Street	ApplicationType	Subject	New Lots/New Units Proposed
PL009316	MAIN ST 311 201	SIGN PERMIT	SP - New Fascia Sign 'Skaha Realty Group Inc'	
PL009290	COLUMBIA ST 1394	STRATA CONVERSION	STC - Duplex Strata Conversion plus Adding Suites	
PL009307	HUTH AVE 221	SUBDIVISION	SD - Fee Simple (2 Lots)	2 Lots
PL009311	LOWER BENCH RD 331	SUBDIVISION	SD - Fee Simple (Lot Line Adjustment)	
PL009294	CARMI AVE 200	TEMPORARY USE PERMIT	TUP - Return-It "Express & Go Station"	

Summary:

Application Type	March 2022	March 2021	YTD 2022	YTD 2021
ALR	1	0	1	1
Development Permit	9	8	27	22
Rezone	3	1	5	4
OCP Amendment	0	0	0	1
Strata Conv	1	0	2	0
Subdivision	2	0	4	2
Variance Permit	3	4	7	10
Board of Variance	0	0	0	0
Temp. Use Permit	1	0	1	1
Sign Permits	5	7	13	13
Cannabis Retail Stores	0	0	0	0
Liquor Reviews	6	0	11	0
Total	31	20	71	54

Proposed Units/Lots Summary:

Month	New Residential Units Proposed	New Lot Proposed
January	14	0
February	130	0
March	27	2
Total	171	2

Audrey Tanguay, Planning & Licencing Manager



2022 Planning Statistics¹⁵ Revenue



January 1, 2022 to March 31, 2022

Category	2022 Revenue Budget	Revenue Generated
Applications/Legal Docs*	\$175,000.00	86,683.00
Various Revenue**	\$15,000.00	4,185.00
Total	\$190,000.00	90,868.00

Audrey Tanguay, Planning & Licencing Manager

* Revenue collected from DP, DVP, Rezone, S/D, Strata and Liquor applications as well as legal document fees.

** Revenue collected from map purchases, photocopying, board of variance fees etc.



2022 Economic Prosperity and Development Services Advisory Committee Meeting Dates

Meeting commences at 8:00 a.m.

Council Chambers, City Hall, 171 Main Street (Second Level) or via Zoom

Month	Date
January	13
February	11
March	4
April	8
May	6
June	10
July	8
August	5
September	9
October	7
November	4
December	9