

Special Parks and Recreation Advisory Committee Meeting
to be held via Zoom
Thursday, March 19, 2026
at 9:30 a.m.

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

We acknowledge that Penticton, where we live and work, is on the traditional lands of the Syilx People in the Okanagan Nation.

2. **Adoption of Agenda**

3. **New Business**

Laven 3.1 Penticton Trade and Convention Centre Attached Hotel – Project Overview

Staff Recommendation:

THAT the Parks and Recreation Advisory Committee receive the report dated March 19, 2026 titled "Penticton Trade and Convention Centre (PTCC) Attached Hotel Project Overview".

4. **Next Meeting**

The next Parks and Recreation Advisory Committee meeting is scheduled to be held on April 22, 2026 at 9:30 a.m. via Zoom.

5. **Adjournment**



Memo to Committee

penticton.ca

Date: March 19, 2026
To: Parks and Recreation Advisory Committee
From: Blake Laven, GM of Development Services

File No: RMS/325 Power St/PTCC Hotel

Subject: **Penticton Trade and Convention Centre Attached Hotel – Project Overview**

Staff Recommendation

THAT the Parks and Recreation Advisory Committee receive the report dated March 19, 2026 titled “Penticton Trade and Convention Centre (PTCC) Attached Hotel Project Overview”.

The Committee may provide any initial feedback that the Committee considers appropriate at this time as further phases of the project progress.

Background

In 2022, Council adopted the North Gateway Redevelopment and Investment Strategy, a community-informed plan that outlines a bold vision for the district surrounding the Penticton Trade and Convention Centre (PTCC) and South Okanagan Event Centre (SOEC) ([North Gateway Plan | City of Penticton](#)). The plan anticipates 2,200 new residential units, 350 new hotel rooms, new ice surfaces, renewed public spaces, and continued investment in signature facilities, positioning the area as a premier sports, entertainment, and cultural hub.

Many aspects of the plan are currently being implemented, with millions in private and public investment, including, the Sokana, Westmin and Comox Street apartments, the BC builds program, progress on the ice surfaces (twin rinks project) and transportation corridor planning with the HWY 97 corridor and Westminster Avenue corridor concept planning underway and parks and open space planning as well as a land strategy.

Two key moves identified in the North Gateway Planning are centred around the Penticton Trade and Convention Centre:

1. Improved green / park space and
2. A hotel attached to the PTCC

Improved park space

With respect to green space, the plan acknowledges that parks and open areas within the broader North Gateway are fragmented and not functioning as a cohesive network. Around the PTCC specifically, there are two main park areas, both designated as parkland under the Park Dedication Bylaw:

- A 0.75-acre grassed area at the corner of Power Street and Westminster Avenue
- Bambino Baseball Field, at 1.5 acres, currently limited to U9 play because it is undersized for older age groups, and in need of upgrading to remain of use (irrigation and other systems, dugouts etc.)

The North Gateway Plan envisions higher-value, better-connected park space throughout the district. Policies within the plan emphasizes using green space to create continuous connections, including a tree-lined green corridor from the PTCC to Okanagan Lake, strengthening pedestrian connections along Westminster Avenue to downtown and ensuring no net loss of parkland and an increase in tree canopy over time.

Regarding Bambino Field, the plan calls for its relocation and the repurposing of the current site into a more publicly accessible park, better aligned with the urbanization of the area.

Rather than maintaining a single-use field, the new park space is envisioned to be designed for a mix of active and passive uses, improving year-round accessibility and better supporting the vision for a vibrant North Gateway district. Council has supported exploration of a relocation of the baseball facility.

Attached hotel

A hotel directly attached to the Penticton Trade and Convention Centre (PTCC) has long been recognized as a critical amenity to help the facility reach its full potential. Since opening in 1965, the PTCC has been central to Penticton's evolution into a year-round destination, building on the city's established summer appeal. The facility continues to deliver strong economic value, with a 2025 study estimating the convention sector's total impact to the local economy at \$98 million. As competition for conventions and conferences across British Columbia intensifies, ongoing investment in the infrastructure that supports this industry is essential to maintaining and growing Penticton's market position. An attached convention hotel would significantly strengthen the PTCC's competitiveness, attracting higher-profile events and generating broader tourism and economic benefits.

A hotel attached to the PTCC is identified as one of the strategy's key moves to realize the vision of the North Gateway Plan. The plan envisions the hotel fronting Westminster Avenue and being physically connected to a renovated PTCC that also fronts onto Westminster Avenue. The plan and subsequent design work shows many different alignments of how the hotel can fit in the space between the PTCC and Westminster Avenue and how the improved park and open space interacts with these buildings.

While a hotel attached to the PTCC has long been a goal to support the PTCC, the land is impacted by two restrictions that require electoral approval as part of the decision making process: an indenture that was put on the land when it was purchased by the City in 1912 and restrictions on the use of parkland by the Park Dedication Bylaw.

Indenture/trust and park land dedication restrictions

The following image illustrated the restrictions on parts of the lands surrounding the PTCC, with some of the lands impacted by the trust conditions contained in the Indenture (areas surrounded in orange hash marks) and some of the lands impacted by the Parks Dedication Bylaw (green areas). Lands in purple do not have either restriction.

SITE CONTEXT



Figure 1: Site context showing areas of the subject property that are impacted by the trust conditions and parkland restrictions

Indenture / trust conditions: A portion of this land was acquired by the municipality in 1912 from the South Okanagan Land Company, a provincially registered company based in Penticton and founded by Lytton and Walter Shatford, who were instrumental in transforming the former Ellis Ranch holdings into the emerging townsite of Penticton. The conveyance stipulated that the lands were to be held for the inhabitants of Penticton and used for “games, sports and athletics, horse racing, park purposes, agricultural and fruit exhibitions, or other public purposes.” The indenture includes a provision permitting the City, with the assent of the electors, ‘expressed in the same manner as voting for municipal council members’, to convey, mortgage, lease, assign, or otherwise deal with the lands as it deemed appropriate.

In practical terms, this means that the municipality could make decisions on the use of the lands beyond the prescribed uses, only through a vote of the electors (referendum). Once voter approval is obtained, the City has full authority to determine land use as it does with any other land it owns. Staff note that in 1912, the municipality did not have the zoning powers that it has today, that it would utilize for these types of land restrictions, so indentures with trust conditions were more common ways to ensure future land use at that time.

Park land dedication: In addition to the Indenture restricting the use of the land for a hotel, a portion of the property is included in the Park Dedication Bylaw. Bambino Field and a small area of greenspace at the corner of Power Street and Westminster Avenue are both dedicated as park land. The park land restrictions would not permit the construction of a hotel on dedicated park land.

As outlined above, the North Gateway Plan was aware of these two restrictions and outlines recommendations for both increasing the amount of usable park space and gives direction to proceed with the process to move forward with the hotel despite these restrictions, as the plan balances the benefits of the attached hotel with policies for improved publicly accessible open space and plaza space and a guiding principle of interconnected park space, boulevards and landscaping tied into improved facilities.

Council Direction

Following the adoption of the North Gateway Plan and in support of some of the key implementation steps, Council in 2024 gave direction for staff to include questions on the 2026 municipal election ballot to support a hotel attached to the PTCC. Budgetary approval was also supported in the 2025 and 2026 budget to ensure a robust engagement plan was established so that the Penticton electorate was fully informed about the questions that would be included on the ballot.

Council at their meeting of March 3, 2026, supported staff's proposed engagement plan, which identified the Parks and Recreational Advisory committee as a key stakeholder.

Engagement Strategy Overview

Following the City's [Community Engagement Framework](#) (2019), this strategy outlines the planned approach to inform and engage the public ahead of the 2026 municipal election referendum question(s). Consistent with the International Association for Public Participation (IAP2) Spectrum of Public Participation, this initiative falls under the **"empower"** category, as the final decision rests with voters on Oct. 17, 2026.

The strategy is designed to ensure residents have the information, context and clarity needed to make an informed choice, while also supporting Council in refining and finalizing ballot wording that reflects community interests.

Strategic Objective

The goal of this engagement initiative is to support an informed electorate by providing clear, accessible and balanced information regarding the future of the subject lands, including:

- the benefits and community value associated with enabling a future hotel development
- the steps required to remove current land-use restrictions and trust conditions
- the opportunities to adjust and enhance parkland and open space in a way that continues to support community priorities as outlined in the North Gateway Plan and OCP, and
- the broader civic considerations related to the ballot question(s)

This strategy will also gather input that will inform the final referendum question(s) brought forward for Council approval in June.

Audience

The strategy is designed for the general voting public, with additional tailored engagement for key stakeholder groups such as:

- The tourism and hotel sector;
- Parks and recreation organisations and user groups, including minor baseball; and
- Other partners with a direct interest in the site's future use.

Approach

The approach uses a multi-phased engagement and education model that leverages the tools and practices established in previous major City engagements, over two phases as follows:

- **Phase I: Awareness and Input (March–June 2026)**

The focus of this phase is to build broad awareness of the issue, provide foundational information and gather meaningful public feedback to support the development of the referendum question(s). Insights collected during this phase will be presented to Council in June to support selection of the ballot wording, in accordance with statutory timelines.

Communications strategies for this phase include an open house, walking tour, pop-ups at local events like the Home Show and Veas Games and Farmers Market along with digital marketing and social media. Shape Your City will be the hub for all information and engagement information.

- **Phase II: Public Education (June–Oct. 17, 2026)**

Once Council confirms the ballot question(s), the City will shift to a comprehensive education campaign to ensure residents clearly understand what they are voting on. This will include ongoing public-facing communications and targeted outreach to ensure the community has adequate information prior to the election.

Communications tactics for this phase will include an awareness campaign so that residents are fully aware of the project, referendum question, and have the information required to vote on the matter in the upcoming election.

Both phases will use a mix of engagement and communication tactics that reflect the scale and importance of the decision and to ensure residents understand the implications of the referendum, including:

- Dedicated Shape your City Penticton tile, a publicly accessible central depository for all digital information
- Frequently Asked Question (FAQ) sheet
- Architectural diagrams and renderings to help illustrate how the land use restrictions limit the ability to construct a hotel and the potential to reallocate parkland and open space to better benefit the community
- Print and Radio Ads
- Utility Bill Mail Out and Newsletter
- Informational video
- Media releases
- Social media
- Survey questions and feedback mechanisms
- Open house(s) and pop-ups
- Site tours

Analysis

This report provides an overview of the PTCC Attached Hotel engagement strategy for information for the Parks and Recreation Advisory Committee and seeks input from Committee on the first phase of engagement. At a future meeting, staff will then present all feedback from the first phase of engagement to Committee and will be seeking endorsement on a referendum question(s) prior to it being considered by City Council in June.

Staff are recommending that the Committee receive the report into the record as information and can receive any feedback that the Committee wishes to provide at this stage of the engagement process.

Attachments

N/A

Respectfully submitted,

Blake Laven,
General Manager of Development Services

Concurrence:

General Manager of
Infrastructure

KD