

Special Parks and Recreation Advisory Committee Meeting

to be held via Zoom and in person in Council Chambers

Tuesday, June 16, 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. **Adoption of Minutes**

3.1 Minutes of the April 22, 2026 Special Parks and Recreation Advisory Committee Meeting

Recommendation:

THAT the Parks and Recreation Advisory Committee adopt the minutes of the April 22, 2026 Special meeting as presented.

4. **New Business**

- Collyer 4.1 Draft Esplanade Renewal Plan
*THAT the Parks and Recreation Advisory Committee receive into the record the memo dated June 16, 2026 titled "Draft Esplanade Renewal Plan";
AND THAT the Parks and Recreation Advisory Committee recommend that Council endorse the Draft Esplanade Renewal Plan (Attachment A).*

- Laven 4.2 PTCC Hotel Project Update
Staff Recommendation
THAT The Parks and Recreation Advisory Committee receive into the record the memo dated June 16, 2026 titled "PTCC Attached Hotel Project Update".

4.3 **Next Meeting**

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

5. **Adjournment**

Parks and Recreation Advisory Committee Meeting
held via Zoom and in person in Council Chambers
Wednesday, April 22, 2026
at 9:30 a.m.

- Present:** Sue Fraser, Chair
Marc Tougas, Vice-Chair
Juliana Buitenhuis
Laura Carleton (via Zoom)
Joanne Grimaldi (via Zoom)
Don Mulhall (via Zoom)
Chris Sayles
- Staff:** Kelsey Johnson, General Manager of Community Services
Scott Boyko, Public Works Manager
Sheri Raposo, Land Manager
Hayley Anderson, FOIPPA and Records Management Specialist
- Regrets:** Isaac Gilbert, Councillor
Cameron Baughen

1. **Call to Order**

The Chair called the Parks and Recreation Advisory Committee to order at 9:38 a.m.

2. **Adoption of Agenda**

It was MOVED and SECONDED

THAT the Parks and Recreation Advisory Committee adopt the agenda of April 22, 2026 as presented.

CARRIED UNANIMOUSLY

3. **Adoption of Minutes**

3.1 Minutes of the February 24, 2026 Special Parks and Recreation Advisory Committee Meeting

It was MOVED and SECONDED

THAT the Parks and Recreation Advisory Committee adopt the minutes of the February 24, 2026 Special meeting as presented.

CARRIED UNANIMOUSLY

3.2 Minutes of the March 19, 2026 Special Parks and Recreation Advisory Committee Meeting

It was MOVED and SECONDED

THAT the Parks and Recreation Advisory Committee adopt the minutes of the March 19, 2026 Special meeting as presented.

CARRIED UNANIMOUSLY

4. **New Business**

4.1 License to Use Agreement Renewal

Re: 185 Lakeshore Drive West

It was MOVED and SECONDED

THAT the Parks and Recreation Advisory Committee recommend that Council authorize staff to proceed with the renewal of a five-year License to Use Agreement for Bishops Snow and Marine Ltd. (operating as Pier Water Sports) for the use of approximately 0.55 acres of Rotary Park foreshore and the associated building at 185 Lakeshore Drive West for water-based recreational purposes.

CARRIED UNANIMOUSLY

4.2 Field Engagement and Assessment Overview

It was MOVED and SECONDED

THAT the Parks and Recreation Advisory Committee received into the record the report dated April 22, 2026 titled "Field Engagement and Assessment Overview".

CARRIED
Laura Carleton, Opposed

4.3 Park Land Protection & Use Policy

It was MOVED and SECONDED

THAT the Parks & Recreation Advisory Committee receive into the record the report dated April 22, 2026, titled "Park Land Protection & Use Policy Update";
AND THAT the Parks & Recreation Advisory Committee endorses the draft CP #2026-03 Park Land Protection & Use Policy as outlined in the report.

CARRIED UNANIMOUSLY

5. **Next Meeting**

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

6. **Adjournment**

It was MOVED and SECONDED

THAT the Parks and Recreation Advisory Committee adjourn the meeting held on April 22, 2026 at 10:10 a.m.

CARRIED UNANIMOUSLY

Certified Correct:

Hayley Anderson
FOIPPA and Records Management Specialist



Memo to Committee

penticton.ca

Date: June 16, 2026
To: Parks and Recreation Advisory Committee
From: Steven Collyer, Housing & Policy Initiatives Manager

File No: RMS/6520-20

Subject: Draft Esplanade Renewal Plan

Staff Recommendation

THAT the Parks and Recreation Advisory Committee receive into the record the memo dated June 16, 2026 titled "Draft Esplanade Renewal Plan";

AND THAT the Parks and Recreation Advisory Committee recommend that Council endorse the Draft Esplanade Renewal Plan (Attachment A).

Background

The Esplanade Renewal Plan carries out one of the top priorities of the Parks and Recreation Master Plan (2018) by creating a master plan for Esplanade Park, including the marina area, using a comprehensive public engagement process. Aging facilities, expiring leases, and lack of a coordinated vision for the area led to this area plan being developed.

In November 2024, Council approved funding to create an area plan for public lands in the Esplanade area, including the marina, tennis courts, and Esplanade Park.

Staff completed two rounds of extensive public engagement to develop the plan. Phase 1 set the vision and direction of the plan (May-June 2025), while Phase 2 sought feedback on updated concepts designed in alignment with what was heard in Phase 1 (Nov-Dec 2025).

On June 9, 2026, Council received the Draft Esplanade Renewal Plan and directed staff to refer the draft plan to Council committees, user groups, and make it available for public review before bringing back the plan and any updates to a future Council meeting.

Staff have presented this project to the Parks and Recreation Advisory Committee (PRAC) on three previous occasions, with PRAC's resolutions included below:

July 23, 2025:

4.2 Esplanade Renewal Plan Project Overview

It was MOVED and SECONDED

THAT Parks and Recreation Advisory Committee receive into the record the report dated July 23, 2025 titled "Esplanade Renewal Plan Project Overview".

CARRIED UNANIMOUSLY

October 22, 2025:

4.1 Esplanade Renewal Plan: Phase 1 Engagement Summary and Project Update

It was MOVED and SECONDED

THAT the Parks and Recreation Advisory Committee receive into the record the report dated October 22, 2025 title "Esplanade Renewal Plan: Phase 1 Engagement Summary and Project Update".

CARRIED UNANIMOUSLY

February 24, 2026:

4.1 Esplanade Renewal Plan: Phase 2 Public Engagement Results and Next Steps

It was MOVED and SECONDED

THAT the Parks and Recreation Advisory Committee receive into the record the report dated February 24, 2026 titled "Esplanade Renewal Plan: Phase 2 Public Engagement Results and Next Steps";

AND THAT the Parks and Recreation Advisory Committee recommend to Council the following next steps to be incorporated into the draft plan in response to Phase 2 public engagement results:

- Designate the eastern natural beach as a "non-motorized watercraft beach" to support compatible uses in that location over the plan horizon;
- Begin engineering design work towards creating a formal trail connection between the Esplanade and KVR trail;
- Initiate a process to enable the development of a new building to support community and commercial uses (i.e. restaurant/retail/community meeting space), replacing the Yacht Club offices and current clubhouse/Rusty Anchor restaurant;
- Investigate relocation options for the Penticton Tennis Club to provide improved facilities and focus the current area on non-motorized boat usage, trailhead amenities, and enabling more public access to the area.

CARRIED UNANIMOUSLY

Since PRAC's recommendation and Council's direction in March 2026, staff have updated the concept illustrations based on Phase 2 engagement feedback, gathered high-level cost estimates for implementation projects, and compiled the materials into a draft plan package (Attachment A).

The four key components staff were directed to include in the plan have been incorporated in the following ways:

Key Component	Implementation Actions
Engineering design work on trail connection between Esplanade and KVR trail.	<ul style="list-style-type: none"> • Staff have engaged an engineer to complete the design and cost estimating for this top priority project. • Staff are applying for Trans Canada Trail grant funds to support this project. • Council will consider trail funding options at a future meeting or through budget deliberations.
Process to enable marina facilities redevelopment.	<ul style="list-style-type: none"> • Staff are working on preparing a report to Council seeking direction on next steps, in conjunction with the final Esplanade Renewal Plan. • Background work is underway to prepare for this process.
Relocation options for Penticton Tennis club to provide improved amenities.	<ul style="list-style-type: none"> • Staff have worked in collaboration with Penticton Tennis Club to investigate relocation options on other City-owned properties with opportunities for enhanced facilities. • The collaborative work has identified several potential options to further consider, including McLaren Park, Skaha Lake Park, Power Street, and Munson Mountain. • Preliminary cost estimates show a range in impact for new courts (not including any amenities) at these locations from \$1.25M to \$2.0M. • Further work is needed to narrow down an alternate location, including engagement with the Parks and Recreation Advisory Committee, for this medium-term initiative. • The draft plan recognizes the need to have the amenity replaced prior to removing it from the Esplanade area.
Designate the eastern beach for non-motorized watercraft.	<ul style="list-style-type: none"> • The updated concept illustrations show a new launch and improved access to this beach for non-motorized watercraft users. • More space is envisioned for access, launch, water-based clubs and vendors, as well as paddle sport storage.

Financial Implication

All work on the Esplanade Renewal Plan has occurred within the approved project budget.

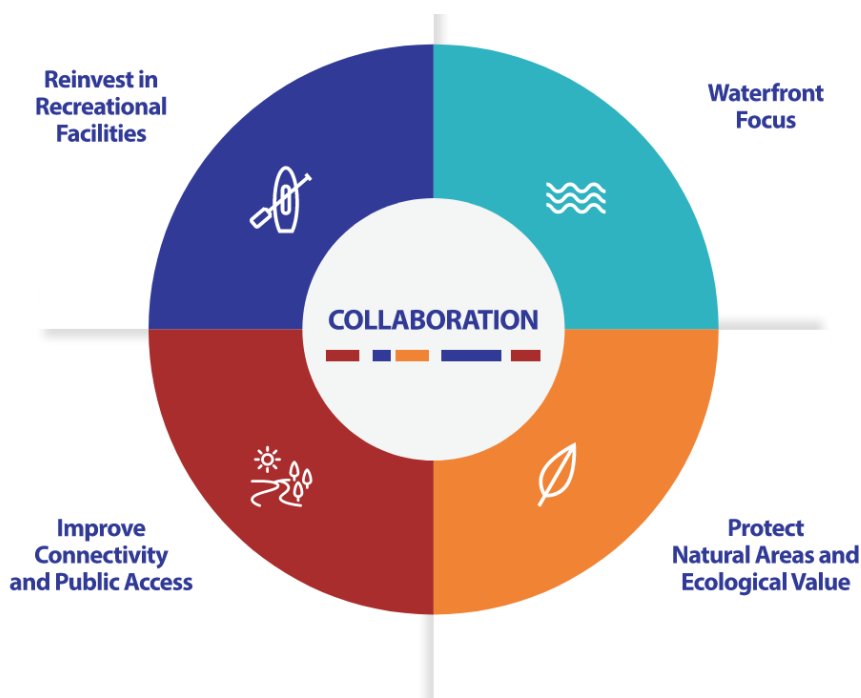
The cost estimates in the draft Esplanade Renewal Plan represent anticipated ranges for implementing the priority projects, in 2026 dollars. Inflation over time and the extent of features provided in each project will impact the final costs. Potential funding sources are listed and grant opportunities will be pursued to reduce expenses, where eligible grant funds are available.

Individual projects will be funded through future Council budget deliberations and decisions. Up-to-date cost estimates will be provided at that time, recognizing this plan has a 25-year horizon and cost fluctuations occur over time.

Analysis

The Esplanade Renewal Plan incorporates public feedback and input from the Parks and Recreation Advisory Committee.

The plan objectives are shown in the graphic below:



The Esplanade Renewal Plan contains implementation policies describing how these objectives will be carried out over the plan’s 25-year horizon.

Specific projects in the plan will help realize this vision. The project sheets include descriptions, priority levels, and cost estimates. These will be further refined as individual projects advance, and are funded through future Council budget deliberations, with the opportunity for grant funding to lower the costs of many projects.

Overall, the Esplanade Renewal Plan is an actionable plan for renewal and reinvestment in this underutilized waterfront area and natural park, while respecting the environmental values, cultural heritage, and recreation needs of the community. This plan sets a vision rooted in community interests to enhance this unique area of the city for generations to come.

Next Steps

The key comments and ultimate recommendation from the Parks and Recreation Advisory Committee will be shared with Council when they consider a decision on the ‘final’ Esplanade Renewal Plan, expected this summer.

Implementation will be carried out through specific projects and policies contained within the plan, pending future budget deliberations and decisions by Council.

The Parks and Recreation Advisory Committee will continue to be involved with reviewing major projects in the Esplanade area as they are carried out over the horizon of the plan, in accordance with the committee's Terms of Reference.

Alternate Recommendations

The Parks and Recreation Advisory Committee may choose to make an alternate recommendation to Council, if the committee feels certain changes are needed in the plan. If this is the case, the committee may choose the alternate recommendation.

1. THAT the Parks and Recreation Advisory Committee recommends the following changes be implemented in the draft Esplanade Renewal Plan prior to Council endorsing the plan:
 - a. *(list from committee)*

Attachments

Attachment A – Draft Esplanade Renewal Plan

Respectfully submitted,

Steven Collyer, RPP, MCIP
Housing & Policy Initiatives Manager

Concurrence

General Manager of Development Services <i>BL</i>
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ESPLANADE RENEWAL PLAN

REVITALIZATION AND REINVESTMENT STRATEGY – JUNE 2026

CITY OF PENTICTON

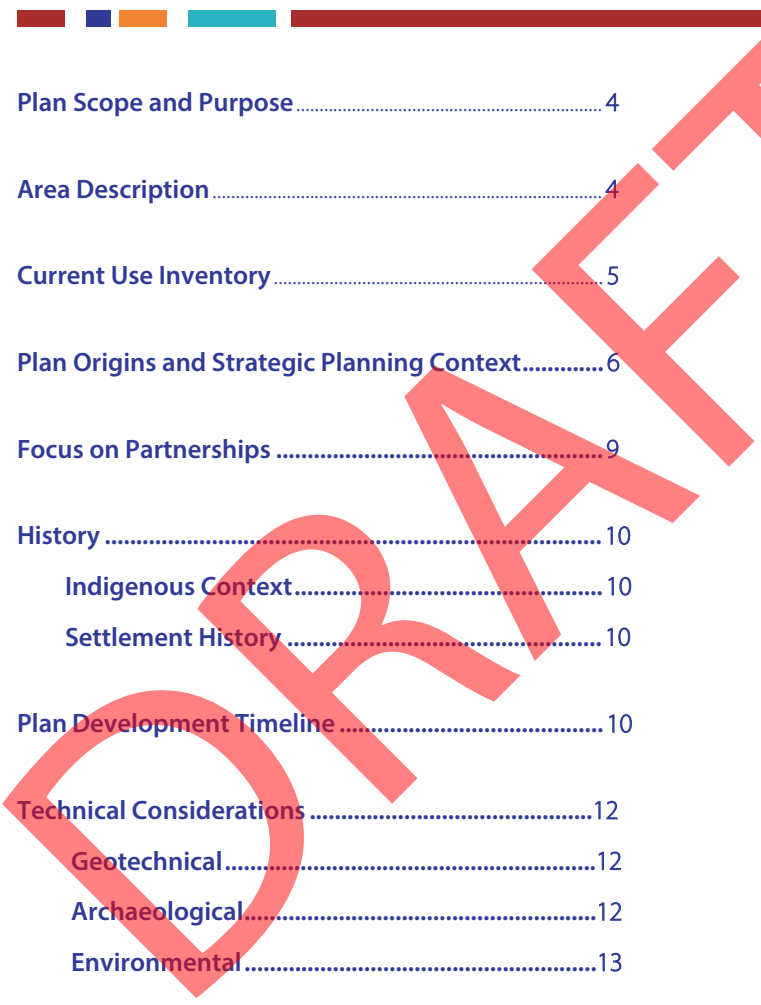






CONTENTS

Plan Scope and Purpose	4	Public Engagement	15
Area Description	4	Phase 1	15
Current Use Inventory	5	Phase 2	15
Plan Origins and Strategic Planning Context	6	Plan Objectives	16
Focus on Partnerships	9	Implementation Policies	17
History	10	Future Emerging Opportunities	20
Indigenous Context	10	Priority Projects and Financial Analysis	21
Settlement History	10	Project Sheets	22
Plan Development Timeline	10		
Technical Considerations	12		
Geotechnical	12		
Archaeological	12		
Environmental	13		



PLAN SCOPE AND PURPOSE

The Esplanade Renewal Plan sets out the land use vision for public lands in the Esplanade area over the next 25 plus years.

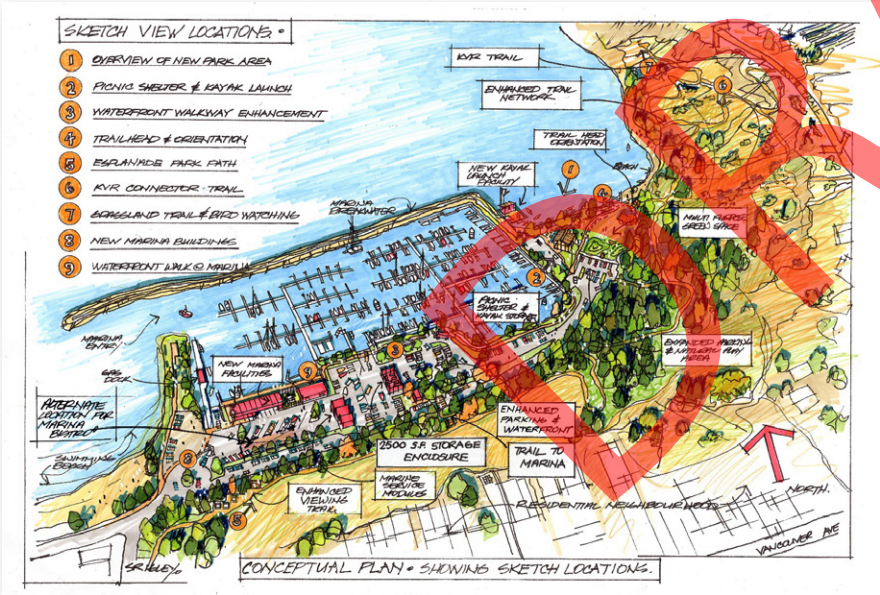
This plan supports revitalization and reinvestment in the Esplanade area with enhanced amenities and recreation opportunities, while protecting important natural areas for future generations.

AREA DESCRIPTION

The study area encompasses City-owned land and Provincially-owned land at the eastern end of the Okanagan Lakeshore.

The area is only 800m and less than a 10-minute walk from the downtown core. The area currently includes the Penticton Yacht Club, Penticton Tennis Club, and Esplanade Park with a 9-hole disc golf course, along with a natural beach, parking areas, and informal trails. Private residential properties back onto Esplanade Park leading to limited access points from Abbott Street and Vancouver Avenue.

Environmentally-sensitive forest and grassland areas are found in the Esplanade, providing important species habitat and environmental value. There are silt bluffs and significant slopes in this area separating the lower foreshore area from the upper Esplanade Park and KVR trail.



CURRENT USE INVENTORY



Yacht Club Building/Rusty Anchor Restaurant (1964)

Building contains a restaurant, patio, washrooms, office and storage spaces. Building experiences sporadic flooding and is nearing end of life.



Tennis courts (1976)

Managed by the Penticton Tennis Club. The Club has completed upgrades to the courts over time. Courts currently require resurfacing.



Former Yacht Club Building (1976)

Building condemned in 2020 and damaged beyond repair. Proposed to be demolished.



Public washroom building (1965)

One of the older City-owned washroom buildings, however remains fully functional.



Disc golf course (2015)

Managed by the Penticton Disc Golf Club.



Natural Beach and Informal Trails

Walking and biking occurs in these areas.

PLAN ORIGINS AND STRATEGIC PLANNING CONTEXT

The Esplanade Renewal Plan advances strategic planning priorities from the city's Parks and Recreation Master Plan and the Official Community Plan.



Parks and Recreation Master Plan (2018)

The Parks and Recreation Master Plan (PRMP) guides the development and operations of park assets and amenities in Penticton. One of the main priorities of the PRMP is the development of a master plan for Esplanade Park, including the marina area, using a comprehensive community engagement process.

The PRMP noted the Esplanade area has great potential as a natural park, but has experienced challenges including unregulated camping, risks of fire, exclusive license to use areas, private encroachments into park land, and invasive plants. Opportunities for this area include its excellent views, unique habitat and wildlife, interpretive opportunities and the area's relationship to the waterfront.

The PRMP envisions redevelopment of the lower area into a shoreline City-wide park with some mixed recreational use development behind it. This reinforces the desire for a stronger connection to the waterfront in this area. The PRMP also envisions a trail connection to the KVR trail with future extension opportunities towards Munson Mountain and Campbell Mountain, with a 'waterfront to mountain peak' theme.

The Esplanade Renewal Plan advances the identified need in the PRMP for a master plan of this area.



Official Community Plan (2019)

The Official Community Plan (OCP) sets out the overall future vision for Penticton's land use, economic development, environment, cultural history, parks, recreation, and transportation. The OCP recognizes environmentally-sensitive areas through the Environmental Development Permit Area. The OCP supports the identification and designation of silt bluffs for conservation-oriented parks and protected areas.

An environmental assessment report was completed to inform the Esplanade Renewal Plan, identifying the highly-sensitive areas with ecological value for protection and opportunities for enhancements and replanting.

The OCP supports establishing nature-oriented parks within city limits and preparing management plans to guide their protection, use, restoration,



Environmental Development Permit Area extent in the Esplanade area. Orange indicates environmental protection areas with higher sensitivity than environmental assessment areas indicated in yellow.

enhancement and management. Trail connections are important too, with the OCP directing the creation of a more interconnected trail network between the lakes, schools, parks and recreational facilities. In waterfront parks, the OCP seeks the protection of beaches and provision of appropriate, safe and sensitive water and beach-oriented outdoor recreation opportunities.

The Esplanade Renewal Plan aligns with the OCP by balancing improved walkability, connectivity, and recreational amenity reinvestment with

environmental protection and respecting the natural habitat and cultural history of the Esplanade area.

More information on the environmental assessment report is included in the Technical Considerations section of this plan.



FOCUS ON PARTNERSHIPS

How the Esplanade Renewal Plan is carried out matters. Achieving the vision set out in this plan requires partnerships. Working together in partnership with user groups, the snpink'tn Indian Band, and the province will support successful implementation of the Esplanade Renewal Plan objectives.

User Groups

The City will carry out the Esplanade Renewal Plan in partnership with impacted user groups in the area, including refining the design of key improvements in a collaborative manner. The City will partner with user groups to seek available grant opportunities to advance implementation projects, and work with new user groups to the area that are aligned with this plan.

Snpink'tn Indian Band

The City will continue ongoing consultation with snpink'tn Indian Band as specific implementation measures advance including recommendations from the preliminary cultural history reviews.

Province

The City will work with the Province to ensure appropriate approvals within the provincial leased portions are secured.



HISTORY

Indigenous Context

“Penticton” is derived from the nsyilxcən word for this area, “snpink’tn”, which means a place where people have always been or The Always Place. Syilx people have inhabited the Okanagan region since time immemorial. The lands on which Penticton is located are the traditional territory of the syilx Okanagan people. The shoreline and bench lands in this area are known to have supported fishing, plant harvesting, habitation, and travel for thousands of years.

This area has an abundance of tmix^w (all living things) and a strong connection to siwłk^w (water) which is fundamental to all living beings and future generations. Incorporating syilx Traditional Ecological Knowledge into land use planning is essential for ensuring that proposed land use activities are carried out in a way that respects and sustains tmix^w (all living things).

Through developing this plan, the City commissioned a preliminary

archaeological review completed by a registered archaeologist and snpink’tn Indian Band səx^wtəxłam’ (Natural Resources) staff and knowledge keepers. The City will continue working with snpink’tn Indian Band and completing further archaeological reviews as key action items from the Esplanade Renewal Plan are implemented. Specific shared opportunities include habitat and cultural restoration, educational signage, invasive species management, long-term monitoring and cultural interpretation opportunities.

Settlement History

The earliest recorded reference to this area as the ‘Esplanade’ appears on an 1892 map for a small townsite on Okanagan Lake that would become Penticton. For decades there was a rail connection where lake barges linked up with the rail line, serving as a key transportation hub for local industry. Over time, the regional road network improved and waterfront-based industries, including packing houses and fruit cooperatives, transitioned into residential and recreational uses.

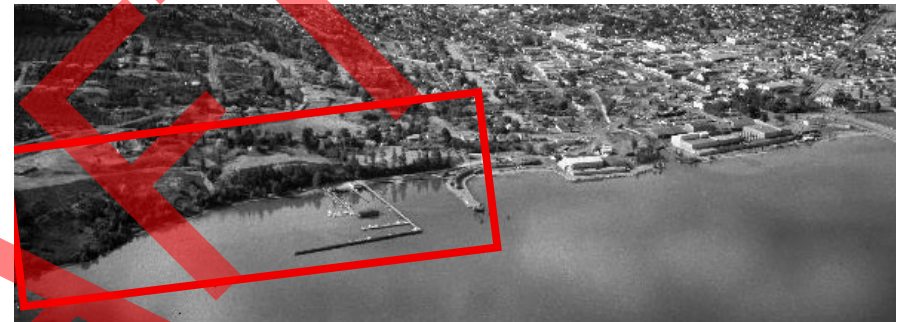
PLAN DEVELOPMENT TIMELINE



To the east of this area, the Kettle Valley Railway was operational from the 1910s until 1989, after which the railway was converted into a popular recreational trail. Just north of this area is the site of the Torpedo Gold Mine, active from the 1890s to the 1950s. The mine shaft was below lake level under Munson Mountain, and produced gold, silver, copper, lead and zinc while it was operational. The steep silt slopes and need for constant water pumping created operational challenges. Two major slide incidents trapped miners for short periods over the Torpedo mine's operations.

The Marina, first mentioned in 1946, was expanded in the early 1970s with a new breakwater and upgraded facilities by the Penticton Yacht and Tennis Club. The Tennis Courts and former Yacht Club building were constructed by the club in 1976. The joint club separated into the Penticton Yacht Club and Penticton Tennis Club around 2011.

The upper Esplanade Park is dedicated city park land and has been programmed with a 9-hole disc golf course since around 2015. Private properties abut the Esplanade Park and some have encroached into this public space over the years. License to use agreements have been issued for some of these private encroachments which act as expanded yards for private properties.



Esplanade area highlighted in red from this photograph (circa 1960).



TECHNICAL CONSIDERATIONS

Various geotechnical, archaeological, and environmental considerations overlap in the Esplanade area. Technical reviews were completed to identify areas of sensitivity, inform the direction of this plan, and guide the implementation projects.

Geotechnical

The City commissioned a geotechnical review of the area in 2012. This report was considered applicable today given there have been no significant condition changes in the area since that report was completed. The geotechnical report establishes land slip hazard areas and potential development envelopes.

There were slope failure concerns raised for the east side of the Esplanade and near the KVR, which were advised for no building development. Limited development could be considered in the lower area near Okanagan Lake, provided the buildings are set forward a suitable distance from the bottom of the slope, as determined through future project-specific review.

Archaeological

The City commissioned an archaeological preliminary field reconnaissance report and traditional ecological knowledge keeper review in 2025 to learn more about the area's cultural history. The reports were completed in collaboration with the archaeologist and sɩnɩk'tn Indian Band sɔx'w'tɔxtɩm' (Natural Resources) staff. The reports identify cultural connections to this land and areas of archaeological potential, which will help inform future work in different subareas and further detailed reviews, as required.

Six areas of archaeological potential were identified through this review, requiring further archaeological review if works were proposed in those areas. Of the 17.4ha area, 1.5ha (9%) of land is within the six areas of potential. No

surface artifacts were identified during the preliminary survey, but there is high potential for subsurface archaeological materials given the cultural use of these landforms pre-settlement. This aligns with much of Penticton having moderate to high archaeological potential.

The project area lies within the traditional territory of the sɩlx Okanagan Nation, and the shoreline and bench lands are known to have supported fishing, plant harvesting, habitation, and travel for thousands of years. The preliminary field reconnaissance report recommends avoidance of the areas of potential, where possible, or further studies under proper permit if works were proposed in those areas. Monitoring of future works in the area is recommended, through ongoing collaboration with the sɩnɩk'tn Indian Band.





Environmental

The City commissioned an updated Environmental Assessment Report completed in 2025. The report identified the environmentally-sensitive areas of the Esplanade and the species and habitat present. The report specifically investigated opportunities around the former yacht club building and the potential improvements to an informal trail connection with the KVR trail.

Standard riparian setbacks apply to certain works within 30 metres of the lake, with exemptions for some public and institutional works. Future works in these areas will proceed with appropriate environmental reviews, as required by legislation.

The former yacht club building is located within the riparian setback and although it has deteriorated beyond repair, there was value in preserving the building footprint until a future vision was established for the area in case it

was needed to rebuild for commercial uses. The emerging vision is to provide an open-air pavilion in this location for public and recreational purposes, meaning the old building can be demolished as the footprint is not necessary for this public use project. Demolition will occur with guidance by a qualified environmental professional to ensure no negative impacts on the adjacent riparian habitat through the course of demolition.

The future rebuilt yacht club buildings will be guided by a qualified environmental professional when rebuilding in the riparian area within the marina breakwall. The shoreline in this area has been largely disturbed and opportunities for improving the shoreline in this space will be sought while maintaining the functional use of this area for marina purposes. More detailed riparian assessment work will be completed at the detailed planning stage for the rebuild project.



Technical Review Highlights

Environmental Assessment Report (2025)

Key Findings and Recommendations

- Large natural areas provide high quality wildlife values for wildlife. 'High' and 'Moderate' sensitivity area should be avoided to the greatest extent possible.
- Planting recommendations include a 5-7 metre wide planted buffer at top of bank in Esplanade Park.
- No vegetation removal between April 1- July 31, or further survey is required.
- Certain uses near the lakeshore will need to comply with Riparian Areas Protection Regulations (RAPR).
- Any trail enhancement works would need to respect bird nesting windows and would require a specific restoration/planting plan.
- Interpretive signage, limited lighting, enhancement with native plants, weed and invasive species management are recommended.

Archaeological Assessment Report (Executive Summary) (2025)

- Six areas of potential (AOP's) were identified; landforms with characteristics strongly associated with archaeological potential.
- Archaeological monitoring during works in those areas is recommended under a Heritage Inspection Permit.
- 100m buffer around the AOP's is recommended.

Technical Review Highlights

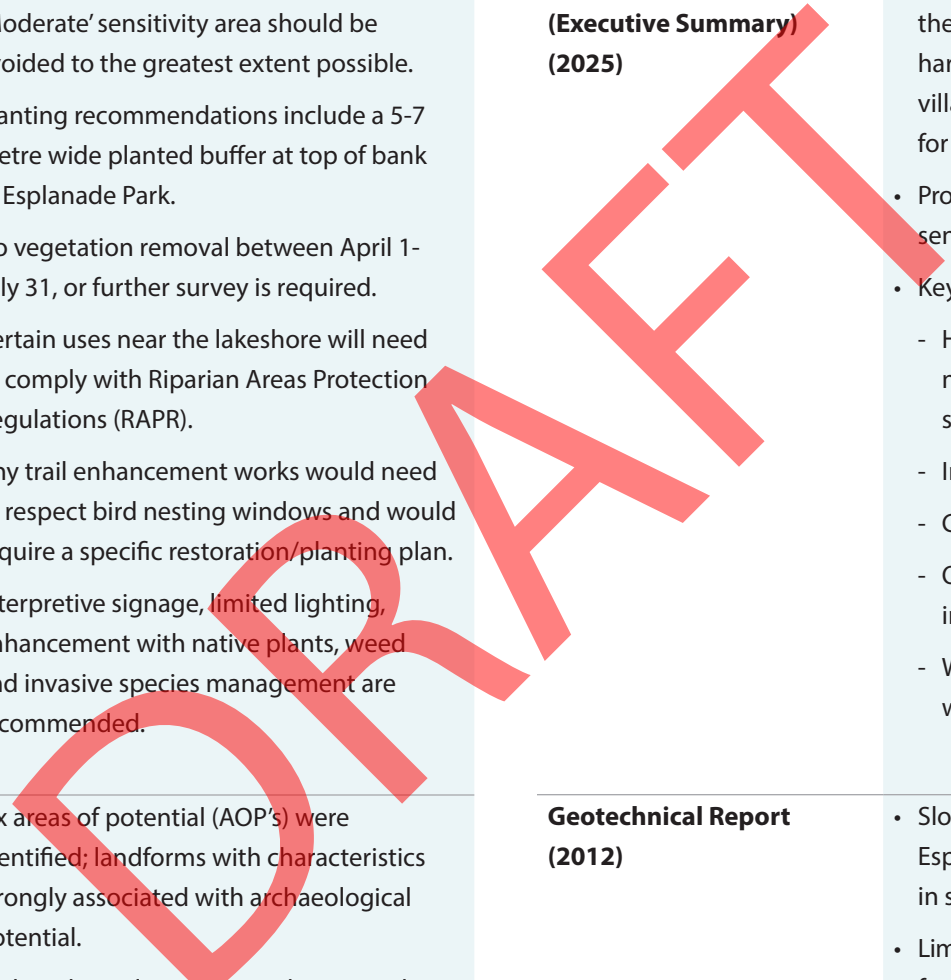
Traditional Ecological Knowledge Keeper Report (Executive Summary) (2025)

Key Findings and Recommendations

- The Esplanade area and its surroundings have long been an important place for the syilx people (fishing, fish processing, harvesting area, camping, ceremonies, village life, hunting, travel corridor, hub for social interaction).
- Protect siwtk^w (water) and environmentally sensitive areas.
- Key recommendations:
 - Habitat and cultural restoration, more native species planted, manage invasive species.
 - Interpretive signage.
 - Continued monitoring and restoration.
 - Opportunity for cultural interpretation in existing buildings.
 - Working together: suggest a joint working group as projects are carried out.

Geotechnical Report (2012)

- Slope failure concerns along east side of Esplanade near KVR. Avoid development in silt bluff areas.
- Limited development recommended in the foreshore area (i.e. buildings not greater than 4 storeys) with an appropriate 'set forward' distance from the bottom of slope determine through project-specific geotechnical review.
- Below grade construction not recommended due to high groundwater.



PUBLIC ENGAGEMENT

Public engagement was conducted in two phases in 2025 to gather feedback from the community and from user groups to inform the direction of this plan.

Phase 1

The first phase of public engagement was conducted from May to June. The goals of this engagement were to raise awareness of the project, seek feedback on past concept designs completed in 2011, and understand the community's general future land use vision for this area.

The City received nearly 800 feedback forms through this first phase of engagement and over 150 people attended on on-site engagement session and staff-led "walkshop" tour. In addition, the City completed a thorough digital engagement strategy at this stage including a video tour of the Esplanade area and interactive signage with QR codes placed in key locations to raise awareness.

Phase 1 feedback highlighted the strong desire for additional parks and recreation amenities in this area, while respecting the environmentally-sensitive areas. The highest rated project was an improved connection to the KVR trail, reflecting a desire for trail improvements and better connectivity through the area.

Phase 2

The second phase of engagement took place from November to December 2025. This round focused on new conceptual illustrations prepared to reflect the emerging community vision from the first round of engagement. These represent the first new illustrations since 2011.

The City sought feedback from the public on different elements of the conceptual illustrations, showing a range of potential future projects in the Esplanade including:

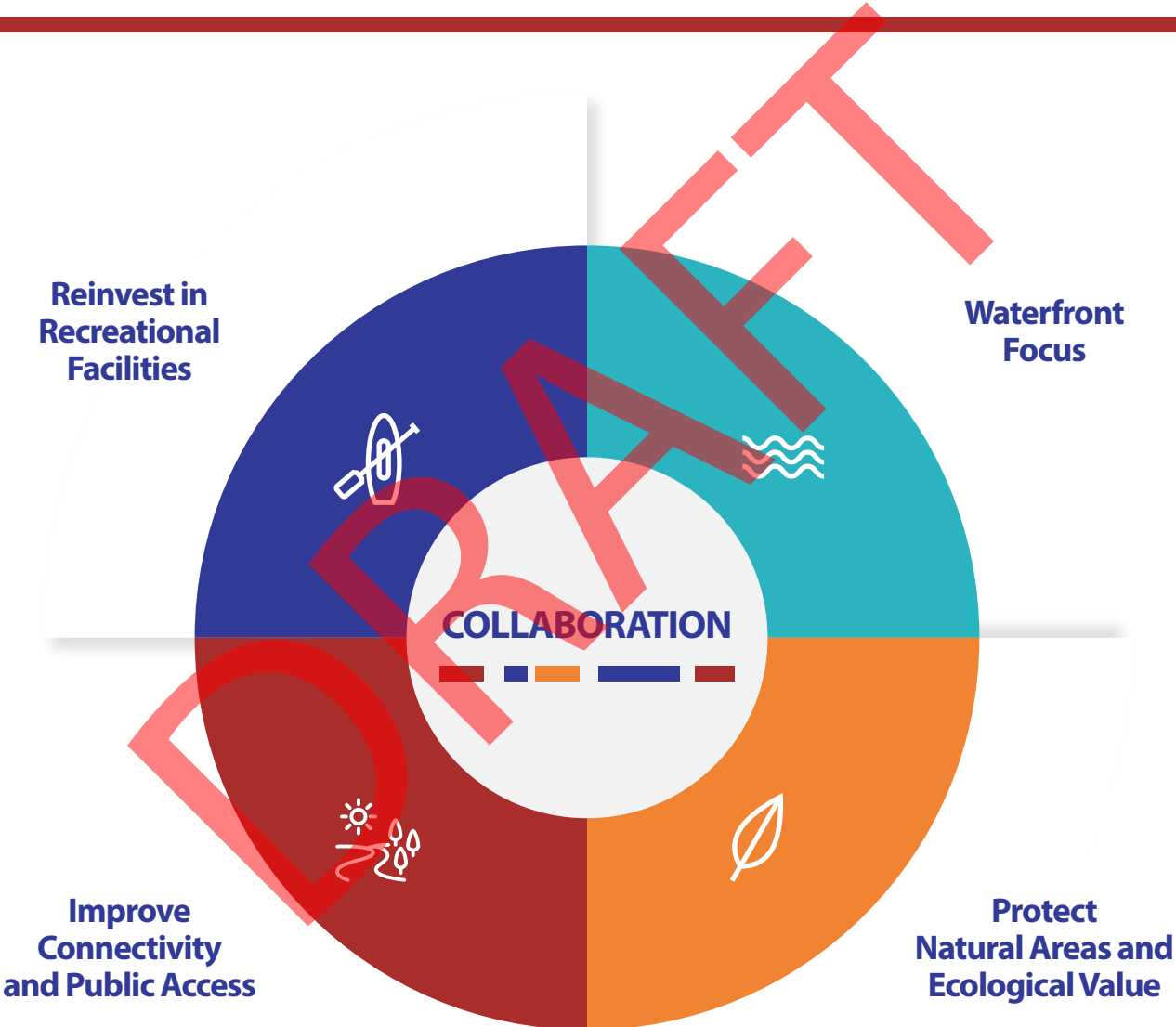
- a new yacht club building,
- new multi-use building,
- trail connections and enhancements,
- new parks and recreation spaces.

The City received 338 feedback form responses in Phase 2. While 66% of respondents felt the first set of updated concepts somewhat reflected, mostly reflected, or reflected very well the vision from Phase 1, there were specific elements that respondents were looking to see changed. Based on the feedback in Phase 2, the multi-purpose building on the former Yacht Club footprint was scaled down, a greater focus on waterfront-based uses emerged, as well as removing some amenities to avoid duplication in the surrounding area. This round of engagement informed the final concepts included in the Project Sheets attached to this plan.

The updated technical reports were also shared through this round of engagement: environmental, archaeological, and traditional ecological knowledge keeper. The findings of these reports helped inform revisions to the conceptual illustrations.



PLAN OBJECTIVES



IMPLEMENTATION POLICIES

Implementation policies are statements about how the Esplanade Renewal Plan will be carried out. They also speak to future opportunities and elements to consider throughout the wider Esplanade area.

1.0 Collaboration:

- 1.1 Work collaboratively with user groups on facility enhancements and new facilities, including their input in detailed project design.
- 1.2 Continue to engage with snpink'tn Indian Band and complete archaeological reviews as any projects in and around identified 'areas of potential' proceed.
- 1.3 Install interpretive signage sharing the environmental and Indigenous cultural values of this area in key locations, in collaboration with snpink'tn Indian Band, En'owkin Centre, and Okanagan Nation Alliance.
- 1.4 Consider new opportunities and potential recreational uses in the Esplanade area from community groups based on alignment with the overall plan vision and policies. See Future Emerging Opportunities.

2.0 Reinvest in Recreational Facilities:

- 2.1 Work with a partner to invest in marina facilities, buildings, and operations, with the incorporation of civic spaces (i.e. public washrooms, multi-purpose room, storage, and public parking).
- 2.2 Support the ongoing programming for disc golf in Esplanade Park.
- 2.3 Enhance the entry points to Esplanade Park with clear signage and wide footpaths from Vancouver Ave and Abbott St accesses.
- 2.4 Correct private property encroachments into Esplanade Park over time by phasing out license-to-use agreements and replanting/delineating these areas for public use.
- 2.5 Improve amenities throughout the publicly accessible areas of the Esplanade; including benches, shade structures, waste and recycling receptacles, and programmed spaces in Esplanade Park.
- 2.6 Support the introduction of interim uses aligned with the overall vision of this plan while more permanent uses and structures are introduced over the plan horizon.



3.0 Improve Connectivity and Public Access

3.1 With a pedestrian-focused approach, improve walkability through the Esplanade with designated paths and trails to connect:

3.1.1 Marina Way and the KVR – east/west

- Create a continuous waterfront promenade by completing the missing sections through the Marina area to the natural eastern beach with a similar design standard as other sections along Okanagan Lake.
- Improve the informal trail between the Esplanade and KVR trail with engineered improvements to improve accessibility, while keeping a natural standard through signage, delineation, and minimal clearing or hard surface improvements.

3.1.2 Waterfront Promenade and Esplanade Park/Vancouver Avenue – north/south

- Create at least two trail alignment connections; one near the new marina building (west side), and one near the proposed pavillion (east side).

3.2 Install directional and wayfinding signage in key locations to improve connectivity through the Esplanade and provide context to the City's larger trail network, making trail connections in the area easier for the public to understand.

4.0 Waterfront Focus

4.1 Prioritize waterfront-based uses near the lakeshore by designating the eastern beach for non-motorized paddle sports (i.e. kayak, canoe, paddle board). Support interim and long-term uses aligned with that vision, including:

- New non-motorized watercraft launch
- Dedicated spaces for non-motorized watercraft clubs and operators.
- Non-motorized watercraft storage areas
- Increased green spaces and trailhead connections
- Where appropriate, improved public parking area
- City of Penticton operational storage areas

4.2 Work towards demolishing the Former Yacht Club building and complete shoreline clean-up to encourage non-motorized watercraft uses along the eastern beach.

4.3 Improve the riparian habitat through shoreline clean up with native plantings and materials.

4.4 Enhance shoreline areas, including along the future waterfront promenade.

4.5 Partner with the Penticton Tennis Club to locate and construct a new outdoor tennis club facility elsewhere on City-owned land in the medium-term. Ensure a new facility is ready for use prior to closing existing facility to provide a seamless transition and no loss of service. Repurpose the existing area to support water-based recreation uses and naturalization.

4.6 Support municipal waterfront operations through the inclusion of storage facilities.

5.0 Protect Natural Areas and Ecological Value

- 5.1 Develop an operations plan to increase resources for delivery and maintenance of assets in the Esplanade Area. Enhance natural areas through planting native species and removing invasive species by an operations plan within the highly sensitive environmental areas in the Esplanade. Work with a Qualified Environmental Professional on projects in ESA 1 and 2 areas, and within the riparian area.
- 5.2 Delineate select trails through the natural forested area to limit trampling (i.e. at least two clear trail connections).
- 5.3 Complete restoration planting along the top of bank in Esplanade Park with guidance from a Qualified Environmental Professional (QEP)
- 5.4 Maintain the area as a natural park while removing invasive species and regularly monitoring the wildfire risk.
- 5.5 Explore partnerships with community groups and snpink'tn Indian Band to assist the city with operational maintenance.
- 5.6 Protect and enhance the natural features of the eastern beach while introducing non-motorized watercraft users.
- 5.7 Reduce the heat island effect with new landscape islands and trees in parking areas.



FUTURE EMERGING OPPORTUNITIES

New initiatives may arise over the Esplanade Renewal Plan horizon that warrant consideration. In those cases, the following criteria shall be evaluated to determine suitability:



PRIORITY PROJECTS AND FINANCIAL ANALYSIS

Implementation of the Esplanade Renewal Plan will occur through various projects over the plan’s 25-year horizon.

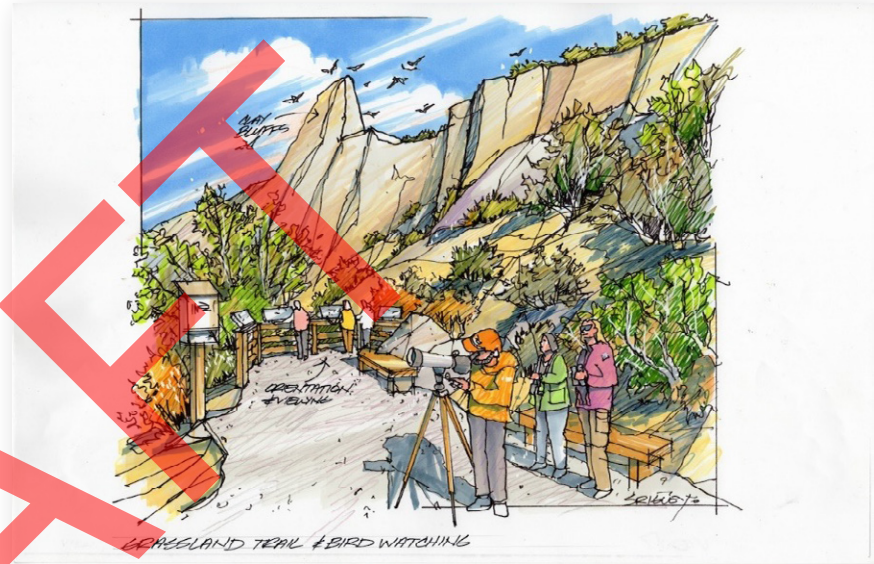
The projects are outlined in the Project Sheets forming part of this plan. The projects are prioritized based on public feedback through the Esplanade Renewal Plan development process. Funding estimates and sources are included. The project sheets are intended to guide future detailed work to implement each project through various processes.

Projects will be built into the City’s Capital Works Plan, based on priorities, as funding is available. Grant opportunities for various implementation projects will be sought to support nearer-term implementation and reduce the cost burden to the City. Joint investment projects, such as the Yacht Club reinvestment, will be completed through a process directed by Council.

Project Name	Cost Estimate	Priority Level	Funding Options
Esplanade-KVR Trail Connection	\$350K-450K	High	<ul style="list-style-type: none"> • Grants • Capital budget • DCC Reserves
New Community Uses/Yacht Club Building	\$3.5M-4.5M	High	<ul style="list-style-type: none"> • Partnership with yacht club operator • Capital budget for civic use portions
Waterfront Promenade	\$1.5M-2.5M	High	<ul style="list-style-type: none"> • Partnership with yacht club operator • Capital budget • Grants
Interpretive Signage, Benches, Wayfinding Signage	\$100K-150K	High	<ul style="list-style-type: none"> • Operating budget
New Waterfront-Focused Park	\$1.5M-2.5M	Medium	<ul style="list-style-type: none"> • Capital budget • Grants
‘Renaturalizing’ Spaces in Esplanade Park	\$100K-150K	Medium	<ul style="list-style-type: none"> • Operating budget • Grants
Pavillion	\$300K-500K	Long	<ul style="list-style-type: none"> • Capital budget

Notes:
 Increased operational requirements for delivery and maintenance of new projects.
 Cost estimates vary based on extent of features provided.
 Cost estimates reflect 2026 values and do not account for inflation in future years.

Esplanade-KVR Trail Connection



Description:

- Widening, grading, and natural stairs (where needed) to improve approximately 300m of existing informal trail between the eastern beach to the KVR trail.
- Wayfinding signage at the KVR trail connection.
- Some wider rest area sections.
- Landscape remediation and native species planting.

Technical Considerations:

- Geotechnical engineer review for slope stability and grading
- Environmental review for works in environmentally-sensitive area

Priority:

High

Cost Estimate:

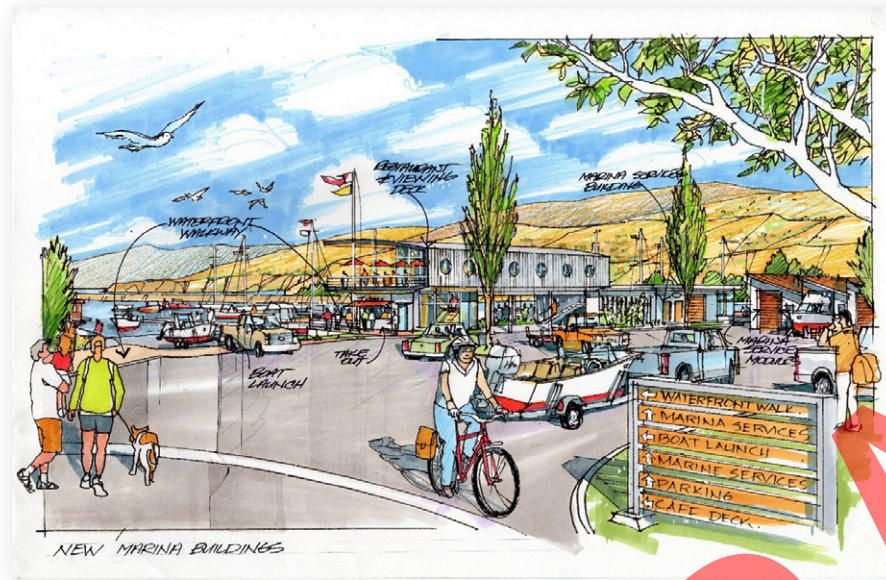
\$350K-450K

Funding Sources:

- Capital budget
- Grants (i.e. Trans Canada Trail)
- DCC Reserves



New Community Uses/Yacht Club Building



Technical Considerations:

- Environmental review for works in riparian area

Priority:

High

Cost Estimate:

- Restaurant: \$450/ft2 - \$1.0M to \$1.5M
- Marina Offices/Meeting Space: \$450/ft2 - \$350k to \$650k
- Marine Repair Modules: \$300/ft2 - \$600k to \$700k
- Community Uses: \$450/ft2 - \$1.0 to 1.5M

Funding Sources:

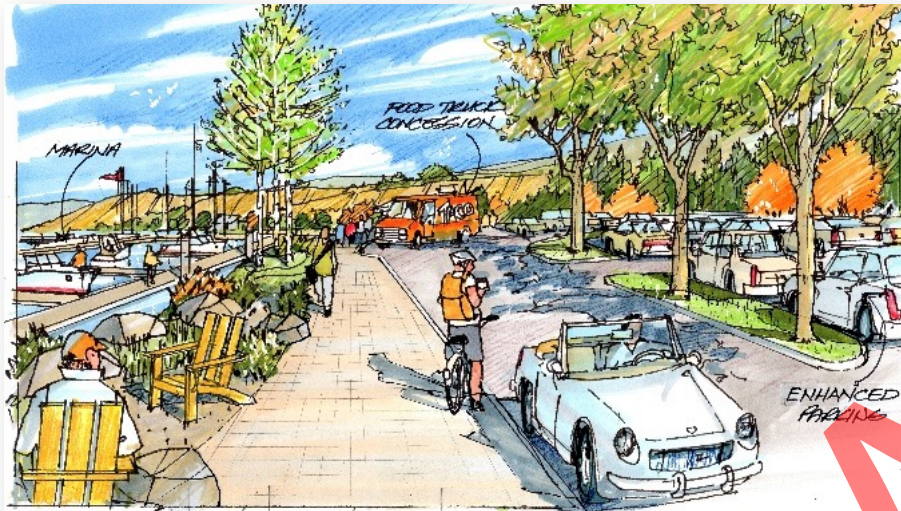
- Partnership with yacht club operator
- Capital budget for civic use portions (est. \$1.0 to 1.5M)

Description:

- Located closer to Marina Way than existing building (to be demolished)
- Two storey building with opportunity for a separate building exclusive for yacht club uses.
- Civic spaces to be included: indoor multi-purpose room, public washrooms, storage room for waterfront-based user groups (leased space), outdoor enclosed storage yard for Public Works water-based equipment (in parking area).
- Club spaces to be included: offices, storage, bar and kitchen, members washrooms, boat maintenance and repair, gathering space.

- Opportunity for public restaurant on second floor.
- Reconfigure parking lot to incorporate more landscaped areas while not negatively impacting flow to boat launches.
- Construct missing sections of waterfront pathway and upgrade existing sections to the same standard.
- Include opportunity for a range of food and beverage uses (i.e. food truck spaces, take-out windows, etc.)

Waterfront Promenade



Description:

- Connect two sections of lakefront path into a continuous path.
- Install 240m of new path.
- Upgrade 170m of existing red painted path.
- Upgraded path shall meet or exceed City design standards for other sections of the Okanagan lakeshore path (min. 4 m in width)
- Landscaping, furniture, amenities and tree planting.

Technical Considerations:

- Archaeological review for works within area of potential
- Environmental review for works within riparian area

Priority:

High

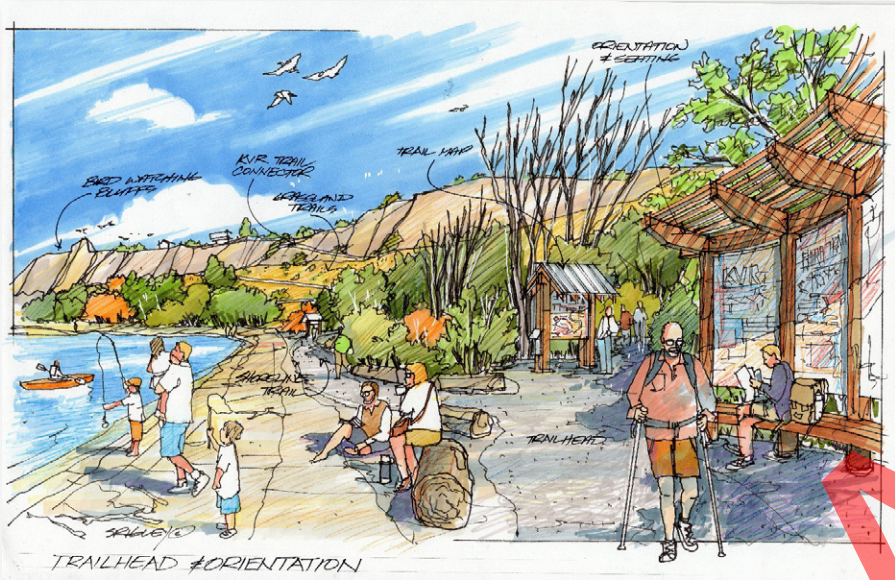
Cost Estimate:

- \$1.5M to 2.0M for 4m wide pathway
- \$250k to 500k for lighting

Funding Sources:

- Marina development partner
- Capital budget
- Grants (i.e. Trans Canada Trail, Accessibility, and Tree Planting funds)

Interpretive Signage, Benches, Wayfinding Signage



Description:

- Signage to be installed along trail locations to explain the traditional ecological stories and values of the natural areas.
- Key areas: new trailhead near eastern beach, Marina Way roundabout entrance, KVR trail connection, Abbott St and Vancouver Ave entrances to Esplanade Park.
- Collaborate on interpretive signage with snpink'tn Indian Band, En'owkin Centre, and Okanagan Nation Alliance with installation locations guided by the features to be shared.
- Estimate 10 sign installations.

Technical Considerations:

- Environmental review for trail delineation and replanting

Priority:

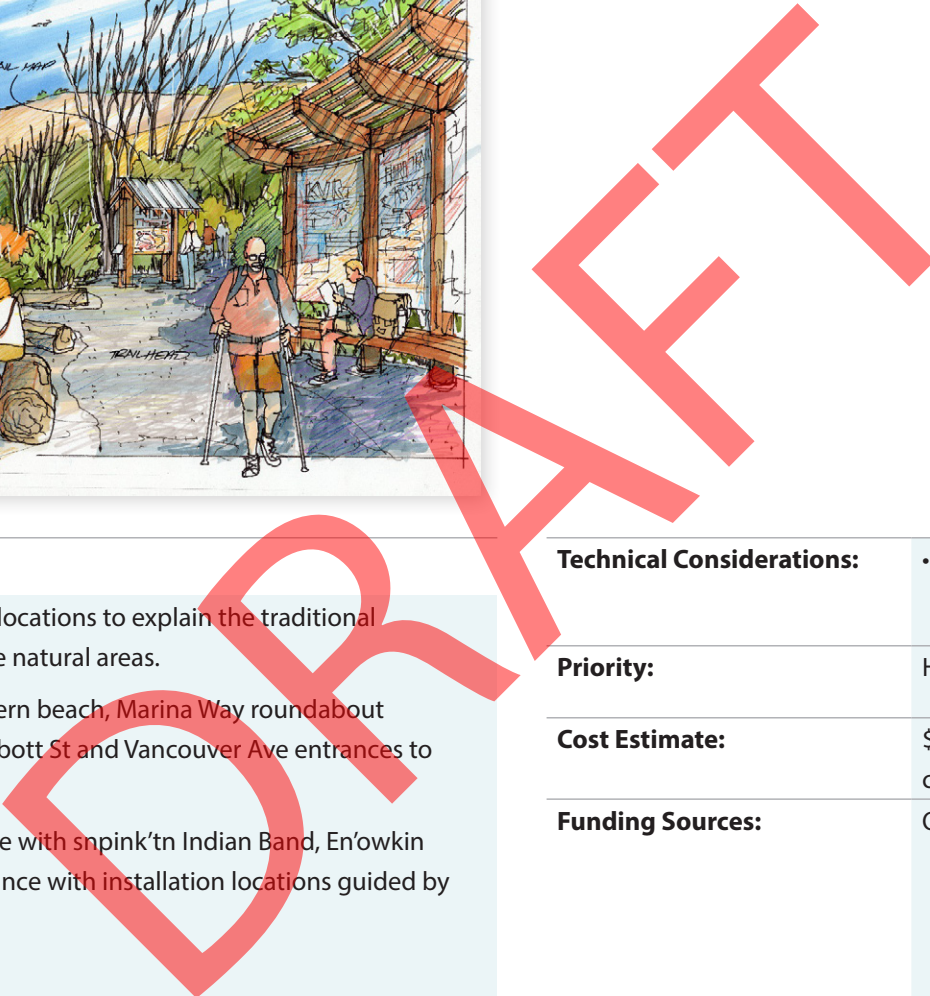
High

Cost Estimate:

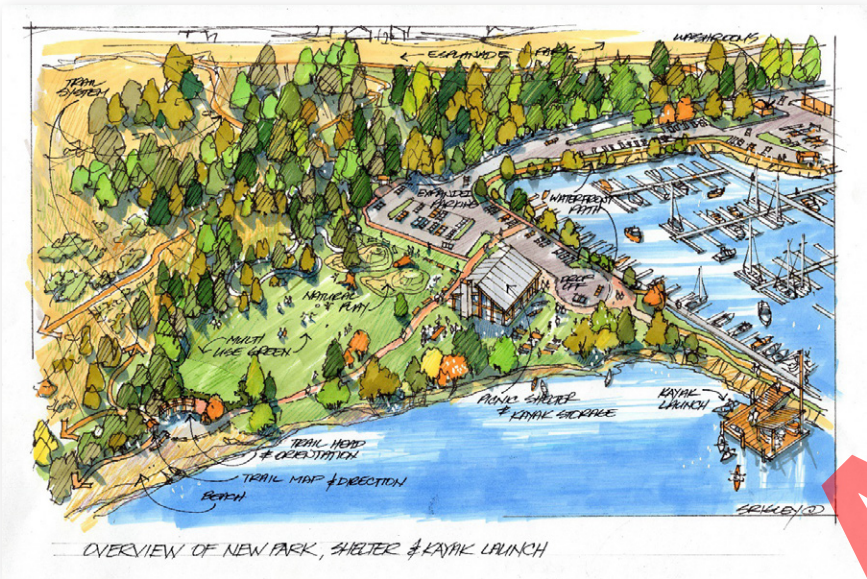
\$100k - 150K for sign installation, collaboration, amenities, and design

Funding Sources:

Operating budget



New Waterfront Focused Park



Description:

- Locate and construct a new tennis facility elsewhere in the City.
- Convert hard surface areas into ~2,500m² (0.6ac) of new green spaces and natural play features.
- Install trail connections from parking lot towards new trail head information signage near the natural beach.
- Reconfigure the parking area with design including landscape islands and trees.

Technical Considerations:

- Archaeological review for works within area of potential
- Environmental review for works within riparian area and environmentally-sensitive area

Priority:

Medium

Cost Estimate:

- \$1.0M to 1.5M for green space (incl. amenities)
- \$150k-300K for trail head
- \$300k-500K for parking lot

Funding Sources:

- Capital budget
- Grant opportunities (i.e. Trans Canada Trail, Accessibility, Tree Planting, Park Enhancements, Tennis Canada (for new tennis facility))

'Renaturalizing' Spaces in Esplanade Park



Description:

- Plantings of ~165 native plants along the northern edge of Esplanade Park as directed by the Environmental Assessment report.
- Install wood fencing near specific sensitive areas at risk of trampling from informal trails to guide visitors to the formal trail network.
- Restore and replant unofficial trails to 'renaturalize' these spaces with native plants/seeding.

Technical Considerations:

- Environmental review for works in environmentally-sensitive area

Priority:

Medium

Cost Estimate:

\$100k-150k for plantings, fencing, enhanced path, and restoration

Funding Sources:

- Operating budget
- Grant opportunities (i.e. Tree Planting, Invasive Species Management)

Pavillion



Description:

- Approx. 250m2 new covered pavilion near non-motorized watercraft launch.
- Open-air building to provide weather protection and shade.
- Picnic tables underneath.
- Opportunities for non-motorized watercraft storage are integrated into the pavilion building.
- Possibility of cultural heritage installation incorporated into the pavilion, with guidance from Indigenous partners.
- Archaeological monitoring required in this area.

Technical Considerations:

- Archaeological review for works in area of potential
- Environmental review for works in riparian area.

Priority:

Long

Cost Estimate:

Open-Air Pavillion: \$225/ft² - \$300k-500K

Funding Sources:

Capital budget







DRAFT

City of Penticton

250-490-2400 | ask@penticton.ca





Memo to Committee

penticton.ca

Date: June 16, 2026
To: Parks and Recreation Advisory Committee
From: Blake Laven, General Manager of Development Services
File No: RMS 0540
Subject: PTCC Attached Hotel Project Update

Staff Recommendation

THAT The Parks and Recreation Advisory Committee receive into the record the memo dated June 16, 2026 titled "PTCC Attached Hotel Project Update".

Background

Council directed staff in 2024 to include a question(s) on the 2026 municipal election ballot related to supporting a hotel attached to the Penticton Trade and Convention Centre (PTCC). The hotel is intended to support the PTCC in attracting large conferences and conventions that the community misses out on because the facility does not have an attached hotel.

Advancing an attached hotel is complicated by two land use constraints. A portion of the property is subject to a historic indenture that restricts permitted uses and excludes hotel development. In addition, nearby lands are dedicated parkland, which similarly does not permit hotel construction restricting where a potential hotel footprint could be. Addressing both of these constraints would require approval from electors.

Over the past year, the City has been focused on raising awareness of the project, educating the public on these land use restrictions, and communicating the importance of an attached hotel. Work has also been underway to explore how a hotel could be appropriately sited within the area, taking into account direction from the North Gateway planning work done in 2022 and 2023.

This work remains ongoing.

The purpose of this memo is to provide the Committee with an update on key project milestones, since the last update to the Committee on March 19, as Council approaches a decision on how to proceed with a potential referendum question.

The Committee at the March 19th meeting passed the following resolution:

"THAT Committee advise the City to be transparent with the Community if there is any potential impacts to park land, how the potential loss of park land will be either replaced, or preferably enhanced or increased."

CARRIED UNANIMOUSLY

Engagement Update

The initial round of public engagement was completed in March and April 2026, with a goal of raising awareness of the initiative, educating the public on the land use issues and getting feedback to help inform the question that would be included on the ballot in October.

The engagement approach included the following activities:

- Dedicated page on the City's Public Engagement platform, Shape Your City Penticton
- Open Houses
- Stakeholder engagement
- Survey

The results of the survey and engagement phase indicate a strong understanding of, and support for, the conference industry's role in the local economy. They also highlight a more limited understanding of the importance of an attached hotel to the PTCC, alongside a clear passion for parkland and its protection.

Additionally, more minor themes identified through the survey include considerations related to parking, traffic, and infrastructure, the broader economic benefits of the initiative, and the historical context of the indenture and its original intent to limit the use of the lands to non-commercial purposes.

The survey results are attached to this memo as Attachment A.

The report includes the following conclusion:

"The engagement process provided valuable insight into community perspectives regarding the future use of lands associated with the Penticton Trade and Convention Centre.

Feedback indicates that respondents are generally aware of the broader North Gateway Plan and recognize the role of the convention centre in supporting the local economy. At the same time, there is confusion about how an attached hotel would provide added economic benefit, as well as mixed views regarding potential land use changes, particularly those involving park space and future development.

A strong and consistent theme throughout the feedback is the importance of protecting public space, including parkland and recreational amenities. Respondents also emphasized the need to ensure that any future changes deliver clear and meaningful community benefits.

Overall, the feedback reflects a range of perspectives, highlighting both opportunities and concerns. These findings will help inform next steps as the City continues to evaluate land use options and consider a potential referendum related to these lands."

The next phase of engagement will occur after Council has selected the referendum question(s). It will focus on informing and educating the voting public, ensuring they have a clear understanding of the issues so they can make well-informed decisions.

Economic Analysis

An economic analysis is currently underway to review the benefits of a hotel to the City and the community. Staff are currently reviewing a draft of the third party report, but it was not available at the time of the drafting of this memo.

The draft report highlighted some potential financial benefits, including:

- \$2 million in economic activity
- 70-90 FTE and \$4 + million in yearly payroll
- \$300-\$450 k in development fees
- \$750 k-\$1 million in development costs charges
- \$75-\$100 k in lease payments to the City
- 250-330k a year in property taxes

Architectural design work – explorations

To assist with the public engagement and planning, an architectural firm has been engaged to explore how a hotel could fit on the subject lands. Three separate explorations have been conducted:

Exploration 1: OFF TRUST AND PARK LAND

This concept was designed to avoid encroachment on trust land, dedicated parkland, and existing buildings. It relies on the narrow strip of non-trust land along Power Street, with the hotel footprint compressed between the right-of-way and the trust land boundary. The option proposes a six-storey building that shares access from Power Street with the PTCC and utilizes the existing parking lot for development, with parking shared between the PTCC and the community centre. Hotel servicing and loading would be accommodated via the existing PTCC parking area.

Due to the negative outcomes of this option including unviable accessibility for the loading area, this option cannot be pursued.



Figure 1: Massing diagram of Exploration 1

Exploration 2: ON TRUST LAND, OFF PARK LAND

This concept was developed to avoid dedicated parkland by utilizing the area between Bambino Field and the small greenspace at the corner of Power Street and Westminster Avenue. The approach would involve trust land and the Penticton Visitor Information Centre, with the proposed hotel located along the eastern edge of the park to maximize the building footprint.

The concept introduces a new access configuration from Westminster Avenue for the main entrance, while parking would be shared with the PTCC to the south. It contemplates a six-storey building directly connected to the PTCC at one end, with servicing and loading accommodated behind the PTCC.

While technically feasible, this option presents challenges related to economic viability and the functionality of hotel servicing and loading.



Figure 2: Massing diagram of Exploration II

Exploration 3: ON PARK + TRUST LAND

This concept draws on both park and trust lands to provide greater flexibility in site design. While a portion of park space at Bambino Field would be reconfigured, additional green space is introduced at the north end of the site to help connect the two existing park areas. A new pocket park is also proposed at the terminus of Burnaby Avenue, ensuring compliance with the City's no-net-loss policy for park space.

A new driveway from Westminster Avenue would establish an additional access point, linking to the shared PTCC parking area to the south. The concept includes a five-storey hotel building, directly connected to the PTCC via an internal walkway. Servicing and loading functions are integrated internally, discreetly located between the hotel and the PTCC.

Overall, this option offers the greatest flexibility and the strongest potential for positive design outcomes, including building form, site layout, and the integration of high-quality open space.



Figure 3: Massing diagram of Exploration III



Figure 4: Proposed hotel footprint on Exploration III

The final report from the Arcadis is due imminently and will be presented to Council in July and shared with the Committee thereafter.

Ball Field Relocation

As part of the North Gateway Plan, the relocation of Bambino Field was supported to enable this valuable park space to serve a broader segment of the community. At present, the field is limited to U9 baseball due to its size. While this age group plays an important role in supporting the local baseball program, the field occupies a prominent location that could support more diverse public uses. Its relocation would create opportunities to enhance the park as a vibrant gathering place and better align with the vision for the area.

An analysis of field use, specific to baseball city-wide, is currently underway to determine appropriate options for accommodating the U9 baseball program. Potential approaches include reallocating use to an existing diamond, constructing a new field on City-owned land, acquiring new land, or partnership opportunities such as with the school district. Although this analysis was not complete at the time of preparing this memo, the findings will be shared with the Committee once available.

Staff have met with the South Okanagan Minor Baseball Association (SOMBA) and committed to keeping them informed throughout this process. SOMBA has expressed general support and understanding of the need to accommodate the proposed hotel development, provided that a suitable replacement field is secured to support, and hopefully expand, their programming.

Importantly, staff have committed that they will not recommend repurposing the existing ball field for hotel use unless a viable relocation solution is identified. As the project moves closer to a recommendation to Council, this issue remains unresolved. Staff expect to receive the consultant's report in the near term and are hopeful that a plan will be in place prior to Council considering whether a hotel footprint can impact this parkland.

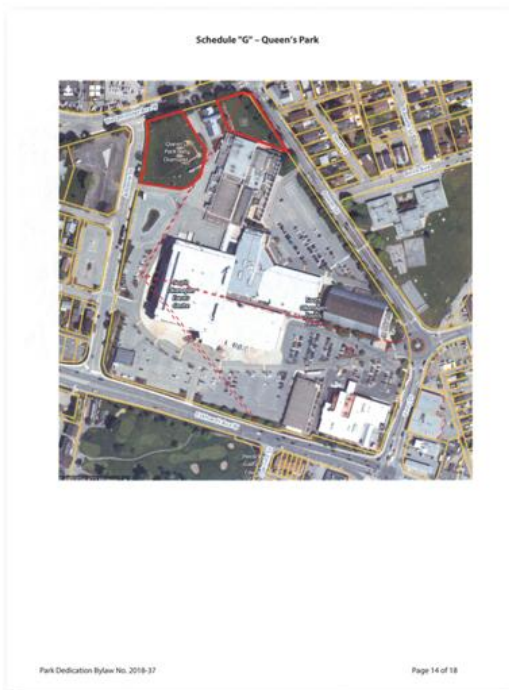
Park land reorganization

The North Gateway Plan includes a policy regarding parkland that emphasizes a no-net-loss approach. In keeping with this policy, staff have been exploring options to accommodate the preferred hotel building footprint while maintaining alignment with the plan.

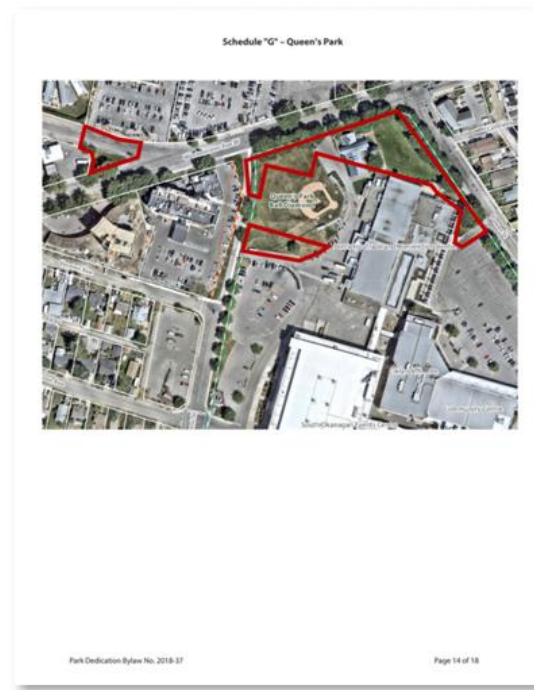
Currently, there are two dedicated park areas: Bambino Field and the parcel located at the corner of Power Street and Westminster Avenue. Staff have prepared concept plans showing how these two areas could be reconfigured by combining them into a more functional and cohesive park space.

To offset any reduction of parkland on the campus properties, staff have also identified an opportunity to dedicate additional park space off-site. This includes a potential road closure at the end of Burnaby Avenue, which could be repurposed into an approximately one-acre pocket park. This location is strategically positioned across from the hotels and would help strengthen connections between the North Gateway area and Riverside Drive.

The following images shows a potential amendment to the Parks Dedication Bylaw Schedule G (Queen Park) that accommodates the hotel footprint outlined in Exploration III:



Current Schedule G



Proposed Schedule G

Figure 5: Comparison of current Schedule G to a proposed Schedule G accommodating the hotel footprint outlined in Exploration II, with a no-net-loss of parkland

While the proposal aligns with the North Gateway Plan's no-net-loss parkland policy, the approach would result in a shift of at least some of this space (the baseball field) from 'active' to passive park space. This will be more fully assessed once the proposed solutions for the relocation of Bambino field have been explored.

Analysis

Staff anticipate bringing a report to Council in July with updates on all of these items, with the expectation that the independent pieces will be finished and staff will be able to make a recommendation to Council on what question to ask during the referendum.

The information in this report is shared for information and is meant as a project update to keep the Committee informed. Staff are not looking for any Committee direction at this time, but welcome feedback on any of the items shared.

An update report will be presented to Council in July, asking for Council direction on the referendum question and whether to move forward with a question on amendments to the park bylaw as well as a question on the indenture, or just a question on the indenture.

After that direction from Council is received, we anticipate a Special Parks Committee meeting to look for endorsement on the approach prior to the referendum question being set at the August 4 Regular Meeting of Council.

Attachments

Attachment A: Penticton Trade & Convention Centre Proposed Land Use Changes Engagement Report

Respectfully submitted,

Blake Laven,
General Manager of Development Services

Attachment A:

Penticton Trade & Convention Centre Proposed Land Use Changes Engagement Report



**Penticton Trade & Convention Centre Proposed Land Use Changes
Engagement Report**

April 30, 2026

[1.0 Overview](#)

[2.0 Survey Participation](#)

[3.0 Survey Results](#)

[3.1 Key Themes from Verbatim Results](#)

[4.0 Conclusions](#)

[Appendix A – Phase 1 Engagement Timeline](#)

[Appendix B – Phase 1 Engagement Tactics](#)

[Appendix C – Info Session Info Board Comments](#)

April 30, 2026

2

1.0 Overview

The City of Penticton is exploring potential land use changes that could allow for a future hotel attached to the Penticton Trade and Convention Centre (PTCC), if and when market conditions support it.

This work is part of a broader effort to support the long-term viability of the PTCC as a key economic driver, helping attract year-round visitors, support local businesses and strengthen the local economy. The initiative builds on the North Gateway Plan (2022), which envisions the area as a vibrant sports, events and cultural district.

It is important to note that this engagement is focused on land use readiness, not the approval of a specific hotel project. Any future development would require additional approvals, design review and public input.

Background

The PTCC has played a central role in Penticton's economy since opening in 1965, attracting events, conferences and visitors year-round.

- Convention activity generates approximately \$98 million annually.
- Delegates spend \$700/day.
- A total of 18,498 delegates visited the city in 2024.

However, the absence of an attached hotel limits the City's ability to compete for large-scale conferences, as many event organizers require integrated accommodations. Without this option, the PTCC can be screened out early, limiting its ability to attract many national/corporate events and shoulder/off-season business.

Purpose of Engagement

This initial phase of engagement is intended to:

- Gather community input on the proposed land use changes
- Understand key questions, concerns and priorities
- Help inform a potential referendum question

2.0 Survey Participation

Residents and community members were invited to provide feedback on proposed land use changes related to the Penticton Trade and Convention Centre (PTCC). Respondents were asked to review background information regarding the potential for a future hotel attached to the PTCC, as well as the associated land use considerations, and to share their perspectives on the importance of the convention centre, potential changes to park space, and overall community priorities.

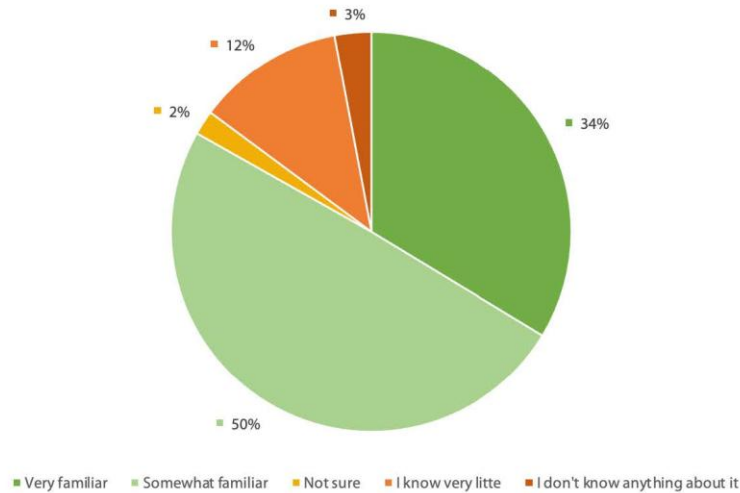
Feedback was collected through an online survey available on the Shape Your City Penticton platform.

3.0 Survey Results

The City collected feedback through an online survey. In total, 268 completed survey responses were received.

Question 1. How familiar are you with the North Gateway Plan and the future vision of these lands to create a sports, entertainment and cultural district?

Overall, respondents demonstrated a relatively strong level of awareness of the North Gateway Plan. A majority (approximately 84%) indicated they are at least somewhat familiar with the plan, including 34% who reported being very familiar and 50% somewhat familiar. A smaller proportion of respondents indicated limited or no familiarity.



Base: 268 Respondents

Question 2. Do you support changing the park space as it is now to better suit the needs of the community in the future?

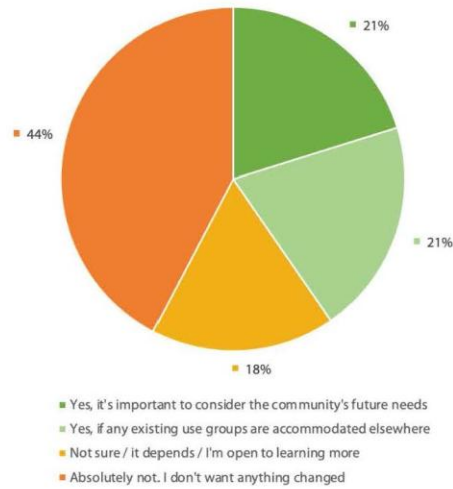
Respondents expressed a strong desire to preserve parkland and green space. Many emphasized that green space is limited, with concerns about permanent loss. Parks were described as essential for recreation, community and wellbeing, as well as overall quality of life.

While 58% of residents are open to enhancing the green space or learning more, 42% indicated they don't want anything changed.

It's clear that any potential concepts must preserve green space, enhance it for all community users and ensure there is no net loss of park space.

April 30, 2026

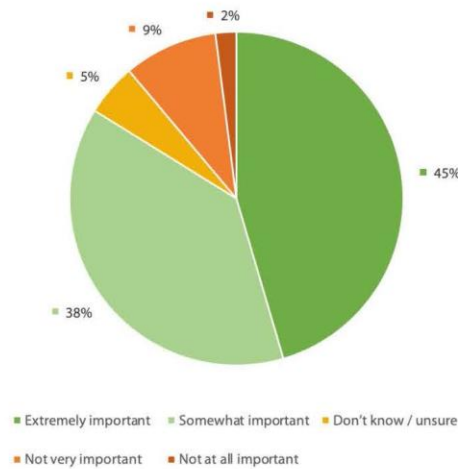
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Base: 268 Respondents

Question 3. How important do you feel the year-round convention centre business is to the local economy?

Responses indicate strong recognition of the importance of year-round convention centre business to the local economy. A large majority of respondents (83%) rated it as important, including 45% who said it is extremely important and 38% who said it is somewhat important. In contrast, 11% viewed it as not very important or not at all important, while 5% were unsure.



Base: 266 Respondents

April 30, 2026

5

Question 4. Which aspects are most important to you regarding the future use of these lands?

3.1 Key Themes from Verbatim Responses

1. Desire to preserve parkland and green space

Respondents expressed a strong desire to preserve parkland and green space. Many emphasized that green space is limited, with concerns about permanent loss if redevelopment occurs. Parks were described as essential for recreation, community and wellbeing, as well as overall quality of life.

2. Confusion about why an attached hotel is needed

A significant number of respondents expressed skepticism or opposition to the need for an additional hotel, questioning whether existing capacity is sufficient. Others acknowledged potential economic benefits, particularly related to tourism and convention activity. Comments from some individuals question the economic benefit and how another hotel would provide measurable benefits to the community.

3. The importance of sports fields and recreational spaces

Many respondents highlighted the importance of maintaining recreational amenities, including sports fields and spaces for community activities. Concerns were raised about the potential loss or relocation of the Bambino ball field and the need to ensure that recreational opportunities remain accessible to residents.

4. Economic considerations and community benefit

Respondents identified the importance of ensuring that any future development delivers clear and measurable benefits to the community. While many recognized the economic role of the convention centre in supporting tourism, local businesses and jobs, others emphasized the need to balance economic growth with broader community priorities (such as investing in the arts, for example).

5. Parking, traffic and infrastructure

Many respondents highlighted parking and traffic pressures, expressing concern that additional development could increase congestion without adequate infrastructure.

6. Trust Land and Public Use

Some respondents referenced the historical context of the land, including its original designation for public use. These comments reflected concern about changing the intended purpose of lands held for recreation, parks or community benefit.

6.0 Conclusions

The engagement process provided valuable insight into community perspectives regarding the future use of lands associated with the Penticton Trade and Convention Centre.

Feedback indicates that respondents are generally aware of the broader North Gateway Plan and recognize the role of the convention centre in supporting the local economy. At the same time, there is confusion about how an attached hotel would provide added economic benefit, as well as mixed views regarding potential land use changes, particularly those involving park space and future development.

April 30, 2026

6

A strong and consistent theme throughout the feedback is the importance of protecting public space, including parkland and recreational amenities. Respondents also emphasized the need to ensure that any future changes deliver clear and meaningful community benefits.

Overall, the feedback reflects a range of perspectives, highlighting both opportunities and concerns. These findings will help inform next steps as the City continues to evaluate land use options and consider a potential referendum related to these lands.

Appendix A – Phase 1 Engagement Timeline

The following summarizes the timeline of the engagement process during Phase 1, which provided residents and community members with an opportunity to learn about proposed land use changes related to the Penticton Trade and Convention Centre (PTCC) and share feedback. Information was made available through the Shape Your City Penticton webpage, supported by background materials and an online survey.

Date	Activity
March 7 & 8	Penticton Home & Reno Show
March 9	PTCC Information Session & Walking Tour
March 9	Survey opens, 'Ask Questions' available on shapeyourcitypenticton.ca
March-April	Pop-up events: Start Here Penticton Job Fair, Penticton Veeps game, TRUE Penticton Expo
April 10	Survey closes

Appendix B – Additional Phase 1 Engagement Tactics

- 2 news releases, emailed to 1,868 registered residents, earning broad media coverage
- 1 online public survey and 261 responses
- Dedicated project page at shapeyourcitypenticton.ca: 1.5K visitors
- Video 1 explainer: 70K views
- Video 2 showing concepts: 13K views
- Online Q&As + fact sheet at shapeyourcitypenticton.ca
- Newsletter mailed to 17,000+ homes in Penticton
- E-newsletter to Shape Your City subscribers (~5K)
- 2 radio ads
- Newspaper ads (both papers)

April 30, 2026

7

Appendix C - Info Session Engagement Board Comments (March 9)

POSITIVES

All comments on sticky notes:

1. Great to see so much green space retained
2. Moving into the future
3. Well thought out
4. Boost to the local economy. Thoughtful relocation for park land
5. Positive economic impact for the entire city!
6. Community, event, financial benefits
7. Vote for Exploration 3
8. Love the balanced approach to the layout. More convention business, more hotel rooms, more inclusive green space. Yes to this
9. You could connect the PTCC to the hotel and make it a breakfast buffet in the morning
10. Make sure that there is a waterslide and the room next to the pool has a soundproof wall and every room has a good view
11. We need an attached hotel
12. Tourism is projected to bring \$46 billion to B.C. by 2036. Penticton needs to be ready. Yes!
13. Whatever you do, save the trees for the birds
14. 3x the economic impact
15. Boost to the local economy
16. If we want a stronger local economy and for businesses to be cash flow positive year-round, we need stronger shoulder seasons and this helps with that

CHALLENGES

All comments on sticky notes:

1. Comments from same individual: \$75,000 for a spin campaign. Put walkway from Sheraton. Unfair to the Lakeside. Only green space on property. Breaks covenant
2. Where's the no side.
3. No way. The Shatfords and Tom Ellis would be rolling in their graves
4. Parking and traffic flow / congestion
5. Upgrading the convention centre?
6. No hotel